WHO-TV delivers solid coverage of 46 counties in strategic Central Iowa—a $2 billion market!

This is the heart of America's leading agricultural market—where the average farm income is over $11,300 or 78% above the national average! Yet, it is also a rapidly expanding industrial market. For example, Des Moines, the shopping center for all of Central Iowa, has more than 400 diversified industries with a payroll of $100 million, an average family income of $6000, and retail sales of $343 million!

There are 392,700 TV families in this rich 46-county area—and you need only WHO-TV to cover them all!

The newest Metropolitan Des Moines ARB Survey (Feb. 8-March 7, 1958):

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Talk to PGW for more about a sure thing in Iowa—WHO-TV!

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport
MORE NATIONAL SPOTS
WERE SCHEDULED ON
WINN

...IN THE PAST 30-DAYS THAN ANY OTHER
LOUISVILLE RADIO STATION!

There must be a Reason why... AND
WINN HAS FIVE-STAR REASONS:

NO. 1
INDEPENDENT

PERSUASIVE
DJ's

TOP
MERCHANDISER

GOOD
POPULAR
MUSIC

SALES
RESULTS

We don't Rock 'em... We don't
Roll 'em... We Sell 'em!

GLEN A. HARMON, GENERAL MANAGER

WINN

1240
LOUISVILLE'S
POPULAR
MUSIC
STATION

Represented by
AVERY-KNODEL
INCORPORATED
NEW YORK  ATLANTA  SAN FRANCISCO  LOS ANGELES  ORLANDO  KANSAS CITY
DES MOINES IN DEPTH
Highlights of Media Study by Central Surveys, Inc.

KRNT-TV
▶ The Station Most People Watch Most!
▶ The Station Most People, By Far, Depend on for Accurate News!
▶ The Station With Far and Away the Most BELIEVABLE Personalities!

This Central Surveys study reveals many interesting facts that show without question KRNT-TV delivers the kind of results a present-day advertiser wants and needs!

KATZ Has the Facts for YOU!

The COWLES Operation in Iowa
Radio advertising that pays off in the Southwest must start with KRLD, basic CBS outlet for Dallas and Fort Worth. KRLD, Texas' oldest CBS affiliate, with a wide variety of the best in programming, holds a unique place in the hearts of listeners of all ages... and especially those who hold the purse strings.

Over 70 varied programs of the best in radio reach more people, 24 hours a day, over KRLD than by any other Texas radio station (N.C.S. No. 2). Remember, too, that KRLD is the only full-time 50,000 watt station operating in the Dallas-Fort Worth area. More coverage... higher ratings... a wide variety of programming will get you more for your advertising dollar on KRLD Radio 1080 Dallas.
RATE RISE STAYED • Look for FCC this week to suspend interim increase in teleprinter rates proposed by AT&T and Western Union effective Oct. 1. FCC, at special meeting last Friday, considered volume of vigorous protests filed by press associations, American Newspaper Publishers Assn., NAB (in behalf of station subscribers to news services), stock brokers and other users. FCC will take up matter again this week, with suspension likely as prelude to hearing on proposed permanent rate increases.

Private line (teleprinter) rates would have been increased average of about 25% but up to 70% in some services under interim tariffs originally proposed. AT&T, it is learned, offered compromise schedule which would have increased its rate by approximately $11 (1944-52) and $16 million (7%-plus) originally sought. Western Union has not filed new proposal. At weekend strong protests still were reaching FCC.

SEAT WARMERS? • Insiders are terming last week's election of officers and directors of National Theatres, which put John Bertero into president's chair and moved president Elmer Rhoden into post of board chairman (see story, page 78) as temporary measure. When NTA has completed its deal to acquire NTA, assuming its approval by NTA stockholders, NTA board chairman Ely A. Laudau and NTA president Oliver A. Unger are expected to assume important positions in NTI top management, story goes.

Expected in current upgaging of top executives at Kenyon & Eckhardt (see story, page 35) is promotion of John W. Murphy, in charge of radio-tv production in New York, who appears slated for vice presidency. Alfred Tennyson, who headquarters on West Coast, is vice president and commercial production director for K & E.

SPECTRUM STUDY • While White House has maintained strict silence on plan for five-man Presidential commission to undertake overall spectrum analysis, speculation has centered around appointment of Dr. Irvin ( Ike) Stewart, one-time member of FCC (1934-1937) and recently retired president of U. of West Virginia (1957), as its head. Dr. Stewart (Democrat) headed somewhat similar commission (President's Communications Policy Board) appointed by President Truman in 1950, which submitted drastic report that was never implemented into law.

There's speculation, too, about other members of five-man agency, which, if appointed, would be given six-month tenure to complete spectrum study. This would be undertaken in lieu of commission which would have been set up under Potter Resolution but died at last session after it had been drastically amended to shift burden to private rather than military users. Other names talked up: L. Gen. James D. O'Connell, Chief Signal Officer of Army; Rear-Adm. Frank Viriden, Director of Naval Communications, and either former FCC Comm. George E. Sterling or E. M. Webster, both engineers and allocation experts.

UNWELCOME BILL • One of the hotter topics at opening NAB Fall Conference in Biloxi, Miss., wasn't on agenda. Topic — NBC-TV's proposed charge part of cost of VTR delayed networking during daylight time months. Stations complained there shouldn't be any fee because southeastern quadrant of U. S. is solidly standard time. They charged network is making them underwrite costs involved in scheduling programs to suit network's owned and operated stations. NBC-TV stations also claimed network is overgreedy in its own use of station break time, leaving less time for station use than CBS-TV affiliates are allowed.

It's meeting season for ABC-TV affiliates too. In addition to CBS Radio and NBC Radio and TV affiliates sessions in New York next month, ABC-TV's primary affiliates are now scheduled to convene in New York Nov. 19 for meetings with network brass. Agenda understood to be primarily study of full programming and results to that date. CBC stations meet Oct. 29-30, NBC Oct. 22-24.

NEWS PRIZE • It's better than good guess that top candidate for Radio Television News Directors Assn.'s 1958 Paul White award for distinguished contributions to electronic journalism will be Robert D. Swezy, WDSU-AM-TV New Orleans and chairman of NAB Freedom of Information Committee. While White award committee members aren't talking officially, its consensus that Mr. Swezy will be honored for fight to remove barriers of Canon 35 restricting radio-tv access to courtroom. Hugh B. Terry, KLZ-AM-TV Denver, won award for similar service before Colorado Supreme Court in 1956. Dr. Frank Stanton, CBS Inc. president, was recipient last year. Winner this year will be announced at closing banquet of RTNDA convention in Chicago Oct. 15-18.

There's strong sentiment in RTNDA circles for creation of radio-tv newsmen's hall of fame. Structure and mechanics would follow baseball's Hall of Fame at Cooperstown, N.Y., with annual balloting for nominations. It's suggested that sportscasters also be included (like Graham McNamee, Ted Husing).

VINTAGE YEAR • TV folk are getting more conscious of passing years and continual run of "old" movies on stations. Associated Artists Productions can be expected soon to play up its Warner Bros. feature library (more than 700 features) as "pre-1950" rather than "pre-1948." AAP points out it now offers more than 40 Warner Bros. pictures re-released in years 1948, 1949 and 1950 and since AAP's 1956 purchase appropriate payments have been made to settle clearances outstanding.

Communications lawyers wrangled through three long, separate meetings before wording of Federal Communications Bar Assn. comment in "strike" applications rules proposal was finally cemented (see story page 72). Many lawyers felt, it's understood, that private settlement—urged in caucuses—is perfectly legal and ethical way to compromise differences, and that FCC proposal rates good with bad.

REUNION IN GENEVA • Commodore E. M. Webster, U. S. Coast Guard (Ret.) and former member of FCC (1947-1950), is attending International Telecommunications Conference, American delegation for which is headed by FCC Chairman John C. Doerfer. Commodore Webster, expert in international telecommunications, was assigned to conference by Western Union, for whom he acts as consultant, and seated in advisory capacity in preliminary sessions of American delegation, which sailed Sept. 12 on USS America.

Senate Commerce Committee communications expert Nick Zapple currently is on a trip to West Coast where he will confer with Chairman Warren Magnuson (D.-Wash.) and special counsel Kenneth Cox, both of whom live in Seattle. Subject: upcoming committee report on tv allocations and community antenna problem. Report, originally planned for summer release, now is targeted for late fall. Mr. Zapple also plans to attend NAB regional conference Thursday and Friday in Sun Valley, Idaho.

SECOND CHAPTER • Robert McMahan, House Legislative Oversight's "communications expert," this week will deliver second report on matters he says need correcting at FCC. Latest will deal with FCC's authority to crack down on broadcasters who violate its regulations (i.e., forcing station off air at expense of public). Last spring, Mr. McMahan hit Commission "pro forma" sale approvals, "dissipating" grounds for original grant and stimulating "trafficking" in licenses [LEAD STORY, May 19].
WSPD-TV
holds the key
to 477,800 homes!

10 Years Toledo’s Only Station

SPeeDy is celebrating its tenth year as Toledo’s only television station, reaching 477,800 homes in 24 counties of Ohio, Indiana and Michigan—a billion dollar market!

WSPD-TV sells to almost two million people... News, entertainment and public interest programming have been consistently backed up by hard-selling merchandising and local promotion for SPeeDy’s advertisers. This policy will continue in even greater measure during the next ten years.

With Toledo’s accelerated importance as a key port to the sea upon the completion of the St. Lawrence seaway, SPeeDy’s unchallenged dominance is a “blue chip” buy!

Represented nationally by the Katz Agency
Money Moving in TV Film—Independent Television Corp. pays TPA for $11.35 million, springs into full-blown tv film distribution competition. It's the latest of several portents of major film control shifts. Page 31.

Small Wheels in Radio-TV—They suddenly begin to roll as small-budgeted foreign car manufacturers taste once-forbidden fruits of air media. Renault is in a CBS-TV series; Jaguar is taking a short ride on CBS Radio; Simca, bolstered by Chrysler coin, will up its budget; Volkswagen funds headed for spot. Page 32.

Most Preferred in Spot Radio—It's the one-minute radio commercial. Study released by Radio Advertising Bureau shows that more than 82% of spot radio commercials on air are one-minute in length. Page 33.

Wholesale Changes at K&E—Miller resigns, six other executive promotions announced. Page 35.

Big Buy From the West—Contadina foods, through Cunningham & Walsh, will launch extensive spot radio campaign in areas covering 27 major cities. Page 36.

ABC-TV's Preview—President Treyz says network invests more than $40 million in big new programming to add to the new season's schedule, reveals publicly “Operation Daybreak” to start Oct. 13. Page 43.

'Depression-Proof' Plan—Acquiring MBS is part of A. L. Guterman's blueprint for expansion in entertainment, a product people will always want. Other goods in the optimistic industrialist's portfolio: automotive parts, phonographs, lace, carpets, electronic components, film. Page 46.

Cowan on TV Programs, Costs, Critics—CBS-TV network president says tv's future growth will be in better programs, not more homes; that advertisers must get their money's worth; that criticism should be responsible not loose. Page 43. On quiz "scandal": There's no room for dishonest or unfair programs. Page 48.

Probe's Effect on Quizzes—Trendex says special study finds few people are "disappointed and now suspicious," biggest number "like quiz shows and will continue to watch them." NBC-TV examines reaction to its own programs, find no adverse effect. Page 48.

Laggards in the West—NBC-TV's Durgin says western firms are not using national tv as much as they should, but blames "poor communications" by agencies and networks. Page 50.

NAB Kicks Off in Biloxi—Fall conference series gets underway with delegates being reminded that legislative troubles still loom ahead. Report made on margins of profit at radio independents, network affiliates. Fitzgerald executive tells how agency is overhauling its timebuying methods. NAB reads promotional and instruction films. Page 54.

Next for NABers—Fall conference series moves to Oklahoma City today, Sun Valley Thursday. Page 60.

Oversight to Re-open FCC Study—Hearings on grant of ch. 4 Pittsburgh begin tomorrow (Tuesday) to be followed by a look at Commission decisions remanded by courts. Page 64.

Presidential Commission to Study Spectrum Expected—Action seen within fortnight following cabinet study of problems. EIA board again urges full-scale investigation, but suggests no course. Page 66.

Miami Ch. 10 Case Gets Hot—Baker-Porter in exchange. Baker calls Sen. Smather "liar". Whiteside scheduled this week. Page 68.

Not True, Says WAKR—Akron station denies it is using affiliated Akron Beacon Journal to promote WAKR, huris counter-charges at rivals, WHKJ becomes third Akron outlet to charge WAKR with falsifying listener data. Page 69.

Remand Rattles FCC Policy—Appeals Court remands Biloxi ch. 13 grant, finds FCC erred in deciding on financial qualifications of applicants before hearing. Page 70.

Atomic Physics on TV—NBC-TV, in cooperation with various foundations, educational groups and industry, will begin daily program on basic and nuclear physics to improve science education in high schools. Page 76.

Blamed for Strike—Local 1212, IBEW labor troubles continue as rank-and-file committee report, approved by membership, blames administrative stuff for CBS strike and "deteriorating relationship" with IBEW headquarters and other broadcast unions. Page 82.

Station Images—Blair radio representation firm releases new qualitative research. Says to get and hold large shares of audience stations must appeal to all ages, all classes. Page 84.

Another Political Libel Rhubarb—North Dakota Farmers Union files $2.4 million libel suit against KFGO Fargo for alleged libelous statements made on station by political candidate. Justice and FCC ask Supreme Court to review similar suit against WDAY-TV Fargo. Page 84.

Calculating the Tv Risk—Picking a network tv show no longer has to be a crystal-ball affair, says Richard Lockman, vice president and general manager of Emil Mogul Co., New York. Videotape tryouts could make the choice of a live show as sure for an advertiser as his decision on a new product after limited-market trials, Mr. Lockman suggests in MONDAY MEMO. Page 109.

**DEPARTMENTS**

<table>
<thead>
<tr>
<th>ADVERTISING &amp; AGENCIES</th>
<th>NETWORKS</th>
<th>43</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT DEADLINE</td>
<td>OPEN MIKE</td>
<td>22</td>
</tr>
<tr>
<td>AWARDS</td>
<td>OUR RESPECTS</td>
<td>28</td>
</tr>
<tr>
<td>BUSINESS BRIEFLY</td>
<td>PEOPLE</td>
<td>90</td>
</tr>
<tr>
<td>CHANGING HANDS</td>
<td>PERSONNEL RELATIONS</td>
<td>82</td>
</tr>
<tr>
<td>CLOSED CIRCUIT</td>
<td>PROFESSIONAL SERVICES</td>
<td>82</td>
</tr>
<tr>
<td>COLORCASTING</td>
<td>PROGRAMS &amp; PROMOTIONS.</td>
<td>88</td>
</tr>
<tr>
<td>EDITORIAL</td>
<td>PROGRAM SERVICES</td>
<td>81</td>
</tr>
<tr>
<td>EDUCATION</td>
<td>RATINGS</td>
<td>39</td>
</tr>
<tr>
<td>FILM</td>
<td>STATIONS</td>
<td>84</td>
</tr>
<tr>
<td>FOR THE RECORD</td>
<td>TRADE ASSNS.</td>
<td>54</td>
</tr>
<tr>
<td>GOVERNMENT</td>
<td>UPCOMING</td>
<td>62</td>
</tr>
<tr>
<td>IN REVIEW INTERNATIONAL</td>
<td>72</td>
<td></td>
</tr>
<tr>
<td>IN THE PUBLIC INTEREST</td>
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<td>LEAD STORY</td>
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<td>74</td>
</tr>
<tr>
<td>MONDAY MEMO</td>
<td>109</td>
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POSTCARDS...
we got
postcards
from listeners
to Regional
KRMG Tulsa

all we said was "drop us a card"
and we got 87,312 postcards!

During our one week "Big Surprise" promotion July 1 through July 7, these KRMG personalities offered table model radios to lucky listeners. Despite the modest prizes, they received 87,312 postcards . . . proof of Regional KRMG's big coverage, audience responsiveness and superior salesmanship. These personalities can generate sales for you, too. Frank Lane, General Manager, or your nearest John Blair Representative can tell you how.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines
Commission-Fee System
Here to Stay, Says Harper

Defense of commission-plus-fees system of agency compensation was entered by Marion Harper Jr., president of McCann-Erickson (see story, page 38) at marketing conference of National Industrial Conference Board in New York.

He appeared with Paul B. West, president of Assn. of National Advertisers, who urged case-by-case re-evaluation of commission-fees system.

"For the present, and overall," Mr. Harper said, "I am confident that individual negotiations [between agency and client] can provide both incentive and adequate compensation to the agency and value to the client — within the commission and fee system."

Mr. Harper said present system "appears to have a number of advantages that are appropriate to the advertiser-agency-medium relationship and to the services rendered by the agency." Among factors he cited: Agencies share responsibility with advertisers in end-result of marketing program; most agency services are on continuing rather than per-job basis; ideas, the "primary product of agencies, are virtually impossible to price;" agencies are providing increasing number of services for which no single price yardstick applies.

While not expecting "revolution" in commission system "for some years," he thought that "in the foreseeable future — if and when agencies make contributions that demonstrably and importantly help build a company's growth — they may be compensated in the same way that major contributions of executives are compensated. In given situations, smaller advertisers may conceivably provide the incentive of stock options or some similar device." When that day comes, he thought, agencies may not be competing for clients so much as clients will be striving to retain their productive agencies.

FCC Refuses to Extend Daytimers' On-Air Hours

FCC Friday issued order denying Daytime Broadcasters Assn. petition for extended hours of operation for daytime am stations (from 5 a.m. or local sunrise, whichever is earlier, to 7 p.m. or local sunset, whichever is later).

FCC said population which would gain service by extended daytimer hours is "vastly exceeded" by that which would lose service of existing stations through added interference to all but few of 107 frequencies if proposal were approved. Operation by daytimers during non-daytime hours would serve only fraction of their daytime areas and populations, "sharply limiting" gains in service, FCC said.

Additional interference created would limit service of clear channel, unlimited time Class II and III stations so they in many instances would not serve all communities to which they are assigned, order said, adding: "While a first nighttime primary service would be afforded to some population during these hours, and a first local service would be afforded to more than 300 communities in the nation, extensive "white areas," in which the population would lose all nighttime primary service, would be created." All secondary service on virtually all clear channels would be destroyed, FCC said, and service to rural areas would be lost because of destruction of secondary service (only service received by some 20 million persons in about half area of U.S.) and "vast impairment" of primary service during hours involved.

Severe interference to foreign stations would occur, inconsistent with "international understanding," FCC added. Overall degradation of service would necessarily create greater needs in emergencies than those proposals would fulfill, FCC continued.

Answering argument local service gained would be of value to local population while lost service from distant stations would be of little consequence to those who would lose it, FCC said "record shows" that service lost would not be "solely or principally" that of distant stations but also would occur close to communities where such stations are located. Besides, record shows many full-time stations, both clear and regional, program for outlying communities which would lose service, FCC said.

Order was issued by six-member Commission (Comr. Rosel Hyde acting as chairman in absence of John C. Doerfer). Comr. John S. Croas issued concurring statements sympathizing with daytimers and adding, "I reach this conclusion with regret."

BROADCASTING

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 32.

FORD FOR FALL • Ford Div. of Ford Motor Corp., Dearborn, Mich., has completed its plan for broadcast support to introduction of 1959 models during second week of October. Ford, through J. Walter Thompson, New York, currently is purchasing substantial spot radio campaign for its passenger car that will break in major markets during that week. Surprise part of Ford buying: one-shots signed in programs on all three tv networks on behalf of complete line of trucks, for which Ford also is buying some spot radio. Network shows (for introduction period): participation in ABC-TV's Sugarfoot and Cheyenne on Oct. 14 and Oct. 21 respectively; NBC-TV's Dragnet Oct. 28, and on CBS-TV the following, one-third of Perry Mason Oct. 25 and one-half of Playhouse 90 Oct. 16 and three Douglas Edwards With The News programs, Oct. 15, 17, and 21. Ford's regular network schedule includes full sponsorship on alternate weeks of Wagon Train and all of weekly half-hour Ford Show (Tennessee Ernie Ford), both NBC-TV, and weekend segments of Ford Roadshow on CBS Radio.

SILVER LINING • Sterling Silversmiths Guild of America, N. Y., which last quarter used only one network (NBC Radio), reportedly is seeking maximum audience impact by buying both NBC Radio and CBS Radio — segments in three programs on each network slotted opposite each other. Campaign on both networks kicks off end of October for eight weeks. Supplementing this strategy, Fulier & Smith & Ross, guild's agency, is adding 10-week radio spot campaign in 22 markets starting Oct. 6. Purpose: To promote gift-giving of sterling silver at Christmas and other occasions.

PENETRATION • Lever Bros.' new Handy Andy liquid all-purpose household detergent is close to achieving penetration south and west of Rockies. Buying out Kenyon & Eckhardt, N. Y., continues without letup (see story, page 35) for markets in Arizona, Oregon, Washington. Tv spot is basic medium.

BACK AGAIN • Monarch Wine Co. (Manischewitz), Brooklyn, N. Y., coming back to spot tv after summer hiatus with special drive for Manischewitz fruit wines. Reusing theme "everybody's wine . . . because it tastes so good," Monarch agency, Lawrence C. Gumbiner Adv., N. Y., now seeks 60 markets to about 60 markets scattered in Far West, Midwest, East and South for pre-Christmas drive, beginning middle of September 22, 1958 • Page 9
Harris Wants One Agency
To Control Full Spectrum

Rep. Oren Harris (D-Ark.) said last week that he planned to reintroduce legislation in next session of Congress calling for study of utilization of radio spectrum (see story, page 66). Speaking last week before Arkansas Telephone Assn., House Commerce Committee chairman also called for establishment of single agency to control both military and civilian use of spectrum.

“I regret the action of the [broadcast] industry in suddenly opposing the study and investigation . . .” of spectrum, Rep. Harris said. Such a proposal passed Senate in 85th Congress but was killed in House after Commerce Committee had accepted White House amendments [GOVERNMENT, Aug. 11].

Rep. Harris said he had “complete sympathy” for broadcasters’ fears that military is after additional spectrum space. However, he expressed hope that establishment of single agency to control all of spectrum would make more frequencies available for civilian use. Rep. Harris stated: “As demand for spectrum space grows, the need for unified control over this valuable resource for civilian and military purposes has become more and more apparent.”

Guild, Roach Sign VTR Pact

One-million dollar exclusive long-term pact between Guild Films and Hal Roach Studios was announced over weekend. Under agreement, Roach lot will be equipped with orthicon camera chains and videotape equipment to make it in effect “complete tv station without a transmitter,” announcement by Hal Roach Jr., president, Hal Roach Studios, and John J. Cole, Guild president, said.

Guild has already obtained two Ampex machines, one installed at KCOP (TV) Los Angeles, other in New York, and is negotiating with Ampex for undisclosed number of videotaping units. “Four machines are in standby position, available to us Nov. 1,” Mr. Cole said. He estimated that remodeling to equip Roach for videotaping as well as motion picture production would take about three months.

’Pravda’ Accuses NBC

NBC Friday declined comment on Pravda blast at network for “maliciously” violating agreement with Soviet that called for no attacks on Brezhnev because with several USSR leaders to be seen in Youth Wants to Know. Soviets claimed delay in showing interview with First Deputy Premier Anastas Mikoyan and of coupling film show with live “anti-Soviet fabrications.” NBC-TV explained fortnight ago it delayed show because it wanted to reach greater audience by moving Youth Wants to Know to later time period.

Why National Airlines Counsel Tried to Hire Mack’s Friend

Purpose for which Paul R. Scott, general counsel of National Airlines, attempted to hire Miami attorney Thurman A. Whiteside was probed at Friday’s session of Miami ch. 10 rehearing (see earlier story, page 68).

Mr. Scott maintained all he wanted was to have Mr. Whiteside’s name entered as counsel so Comr. Richard A. Mack would be impressed with respectability of National Airlines principals. This, Mr. Scott averred, was like having noted constitutional lawyers John W. Davis or George Wharton Pepper appear as of counsel in U. S. Supreme Court brief. Mr. Whiteside and Mr. Mack were close friends. Mr. Whiteside is scheduled to testify today and tomorrow.

Mr. Scott stated he did not attempt to hire Mr. Whiteside to have him talk to Mr. Mack about case. There has been testimony that Mr. Whiteside did talk to Mr. Mack about Miami ch. 10 case while final decision was pending.

National Airlines general counsel related steps taken to hire Mr. Whiteside as “defensive” move to counter purported “she-nanigans” by other parties. He said he had no record of his proposed fee when James Brennan, FCC counsel, asked if $10,000 was mentioned.

Mr. Whiteside said he would not accept fee or become counsel of record, Mr. Scott testified, but offered to help. Mr. Scott said he treated offer as nothing more than “graceful gesture.”

Mr. Scott testified before House Legislative Oversight Committee that at another time. Mr. Whiteside called him and said there was so much pressure on Mr. Mack in ch. 10 case that he (Whiteside) would have to withdraw his offer to help.

Affiliates Like ABC-TV Plans

“Pleased and shocked—pleasantly shocked” were words used by head of ABC-TV Affiliates Assn. to describe reaction after network officials presented fall and future program and other plans to association’s board in semi-annual meeting Friday in San Francisco.

Chairman Joe C. Drilling, KJEO-TV Fresno, said board members were “enthusiastic” about ABC-TV’s plans and, with network getting into daytime on substantial basis, no longer considered themselves affiliated with “half a network.”

He said that plans to become competitive in sports coverage also were well received. Friday afternoon session of board was to be devoted to affiliates’ “problems” with ABC-TV but Mr. Drilling said no “basic” ones were left after morning presentation, when handling of what had been considered problems—such as product protection—was explained by network officials.

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PEOPLE

JAMES T. BUTLER and WILLIAM C. GOODNOW appointed respective managers of WISN and WISN-TV Milwaukee effective today (Sept. 22). They replace JOHN B. SOELL, who resigned as general manager of both stations. Mr. Butler has been assistant manager of WISN-AM-TV since March, was station manager of WIRL-Orlando before then. Mr. Goodnow has been sales manager of WXIX (TV) Milwaukee.

TRISTRAM DUNN, account executive-vice president, N. W. Ayer & Son, to Compton Adv., as vice president-account manager on Sterling Drug’s Glenbrook Labs Div. (Fitzin and Instantine).

CHARLES GODWIN, newly elected station vice president of Mutual, will represent that network on NAB board of directors.

EDMUND ANDERSON, formerly with Ketchum, MacLeod & Grove, and JOHN J. MACDONALD, formerly with Sullivan, Stauffer, Colwell & Bayes, join Dancer-Fitzgerald-Sample, N. Y., as commercial producer and tv art director respectively.

C. HERBERT MASSE, formerly sales manager of WBZ-TV Boston, named account executive for ABC Films Inc. in upper New York state and New England.

JACK PRICE, formerly account executive with NBC Spot Sales, named to sales staff of WNEW-TV New York.

LEO PILLOT, previously exploitation director of Rank Film Distributors of America, to ABC-TV to handle field exploitation on “Operation Daybreak,” network’s new daytime programming concept.

BUSINESS BRIEFLY CONTINUED

October. Tv push will be supplemented with campaign on Negro radio stations.

COLD WAVE • Chesbrough-Pond’s (Per-tussin), through McCann-Erickson, N. Y., has bought 8-10 week spot-tv schedules in 50 markets, beginning Oct. 13. Approximately six spots per week will be used in each market.

DOUBLE SPOT • Warwick & Legler Inc., whose spot activity this past summer quieted down to give clients hot-weather Respite, is back again with two major fourth-quarter campaigns: Warner-Lambert Pharmaceutical’s Bromo-Seltzer (Emerson Labs. Div., Baltimore) this week kicks off 75-market tv spot drive to last through end of year. This is to be followed by 15-market Ex-Lax (laxative) tv push to supplement Brooklyn firm’s four radio network spread.

GOING WEST • Olympia Brewing Co. through Botsford, Constantine & Gardner, Seattle, will sponsor Glencannon, half-hour film series starring Thomas Mitchell, in over 40 western markets in 1959. Gross-Kramer is distributing series now being produced in Europe, with 26 programs completed of 39 to be included in first package.
RECEPTIVITY

Programming on Bartell Family Radio is pointed toward audience participation and response. That’s why our continuous succession of copyright games for family fun... that’s why our never-ending stream of response-producing featurettes... and the thorough local news coverage with names and addresses.

*Bartell Family Radio* puts the audience into a “mental focus” which music and news alone cannot do.

And with mental focus comes RECEPTimity... “a disposition to receive suggestions” says Webster... a state of mind upon which an advertising message is most effective.

**BARTELL IT... and SELL IT!**

AMERICA’S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.
IMMEDIATE ACCEPTANCE OF ZIV'S "MACKENZIE'S RAIDERS" PROVED BY SIGNING OF SPONSORS AND STATIONS IN OVER 100 CITIES. THIS THRILLING NEW TV SERIES STILL AVAILABLE IN FEW REMAINING MARKETS. CHECK YOURS NOW.

"MACKENZIE'S"
starring RICHARD

OKLAHOMA CITY, LOUISVILLE SPONSORED BY LINCOLN LIFE INS. CO.

Baltimore, Washington, Pittsburgh, Milwaukee, Minneapolis - St. Paul and many other major markets sponsored by Brown & Williamson - Raleigh Cigarettes

BIRMINGHAM SPONSORED BY ZEIGLER PACKING

BOUGHT BY STATIONS

KTTV
WSB-TV
WLOS-TV
KFSD-TV
WSM-TV
KGUL-TV
America's leading advertisers are going to share in the tremendous impact of "Mackenzie's Raiders".


All the dramatic impact of action, adventure, and daring that means profitable programming for you.
How to fish for men

with the help of Air EXpress and Extra-Fast Delivery.

This is the story of a big profit that didn't get away. Seems that when a run of fish develops anywhere in the country, men from miles around rush to buy rods, reels, hooks, everything. The fish won't wait, and fishermen can't. So an alert manufacturer casts his net in these moneyed waters, and lands the business — with the help of Air EXpress. He speeds deliveries to stores, even thousands of miles away, no later than overnight.

If you, too, would like to land extra sales — no matter what you sell — call Air EXpress, the name with the "X" in it. For Air EXpress is the only complete door-to-door air shipping service to thousands of U.S. cities and towns. It multiplies your selling opportunities with 10,212 daily flights on America's scheduled airlines — plus fast pick-up with 13,500 trucks (many radio controlled) — plus a nationwide private wire system. Yet Air EXpress is inexpensive; a 15 lb. shipment from South Bend, Indiana to Grand Junction, Colorado costs only $8.03 with Air EXpress — $1.68 less than any other complete air shipping method. Explore all the facts. Call Air EXpress.
IN REVIEW

BRAINS AND BRAUN

A new quiz show is quite a novelty these scandalous days. And, in the case of NBC-TV's European import 'Brains and Braun,' it's the novelty of its approach to the business at hand that lifts it above the run-of-the-mill quizzer.

Two two-man teams, with a "brain" and a "brawn" on each, compete for the dangled loot, which has a top limit of $30,000 (the losers receiving autos for their time and trouble). The opening stanza had space-age expert Willy Ley and Vanguard rocket chieftain Kurt Stiehling attempting to answer studio questions about rockets, trips to planets, and astronomical names of satellites, while out on the links, golfers Sam Snead and Tommy Bolt were competing with their irons.

The "brains" didn't live up to advance billing on opening night as they answered only one of three questions asked. The "brawns" fared better, failing in only one feat: an attempt to duplicate a difficult shot made three decades ago by golf immortal Bobby Jones. To golfers, National Open champion Bolt's three iron shots straight down a 215-yd. fairway to within inches of the hole was a remarkable feat. Even non-golfers straightened up and took notice, especially since Sammy Snead managed to get only one of his three shots on the green.

If the studio portion can receive an injection of visual interest to match that of the remote segments, 'Brains and Braun' should prove a winner.

Chain-smoking mc's Jack Lescolie and Fred Davis handle their chores in a competent manner, though the viewing audience is usually a step ahead of Lescolie in determining the winning "brawn."

Production costs: Approximately $32,000.
Sponsored by Liggett & Myers (L&M, Oasis cigarettes), through McCann-Erickson on NBC-TV Saturday, 10:30-11 p.m. EDT. Started Sept. 13.


THE PLYMOUTH SHOW STARRING LAWRENCE WELK

With a bit of cooperation from the television viewer (who was asked to tune the radio with his tv), the new Lawrence Welk program on Sept. 10 produced a musical treat: a definite stereophonic effect. The program was said to be the first tv-radio stereophonic broadcast on a coast-to-coast basis (it covered five cities). The result was one of richness, fullness and depth of sound. Even with the radio turned off, the music seemed richer and fuller.

The first program highlighted Mr. Welk's new "Little Band," composed of gifted teenage musicians. They were uniformly excellent. Outstanding perhaps were Chris Piazza on the chord organ; Sheryl Swint on the piano and Cubby O'Brien on the drums. The program was a musical delight, covering the range of classical selections, standard melodies and Dixieland jazz. Mr. Welk knows how to strike the popular chord.

Production Costs: Approximately $20,000.
Sponsored by the Plymouth Div., Chrysler Corp., through Grant Adv., on ABC-TV and on ABC Radio (in New York, Chicago, Detroit, Los Angeles and San Francisco), Wednesday, 7:30-8:30 p.m. EDT. Started Sept. 10.

Executive producer: Sam Lutz; producer: Edward Sobol; director: James Hobson.

WANTED: DEAD OR ALIVE

If a new western series starring an unknown named John Wayne and called Stagecoach appeared, there would be more than a few viewers to groan, "Oh, no, not another one!"

Keeping this in mind, it can be said that CBS-TV's newest entry, Wanted: Dead or Alive, neither fails nor exceeds the present western norm. It has a lean hero: Steve McQueen, who is of the John Wayne rather than the Maverick school. It has plenty of action: In the Sept. 13 episode, there were fights between men, between women and a gun duel ending with one dead villain. It adheres to the old-fashioned rules: The colonel's daughter kissed the hero for clearing her father's name, but he didn't kiss her back.

There is a simplicity and tautness about the entire production which may draw conservative fans alarmed by the subtle effete ness of the adult western. At the end of the Sept. 13 show, the hero mounted his horse and rode off down the dusty trail to round up them fake posters (around which the plot revolved). As Mr. McQueen put it: "A man's gotta make a livin.'"

It may be presumed that he will be making a fair living as a tv bounty hunter for the next 39 weeks anyway.

Production costs: Approximately $39,000 weekly.
Sponsored by Brown & Williamson (Viceray) through Ted Bates on CBS-TV Saturday, 8:30-9 p.m. EDT. Started Sept. 6.

Producer: John Robinson; Directors: Thomas Carr and Donald McDougall.

STEVE CANYON

The drumbeats for Milton Caniff's Pegasus Productions, left no cliche unturned in driving home "the fact" that no newspaper comic strip has ever "successfully" been translated to television.

The premiere of Steve Canyon ought to reassure aficionados of the Sunday supplement that there's a mile-wide difference between the two Canyons. So much to the credit of newspapers. Taken for what it is — the makings of another tv trend, this time to the sky—Steve Canyon is interesting just so long as it remains in the air. With its landing flaps down, the series screeches into

"D" became Dopey
From too much confusion
Of gimmicked-up sound
In redundant profusion!

In these days of high prices and low boiling points, a lot of broadcasters are relying on all sorts of attention-getting devices. Unfortunately most of them serve only to distract and confuse.

KHJ Radio, Los Angeles, believes that the best attention-getter (and attention-holder) is solid, mature programming, designed to specifically meet the variety of tastes that make up America's 2nd Market.

Nobody ever built up a loyalty to a kazoo or a glockenspiel, but for 36 years Los Angeles listeners have been loyal to KHJ's foreground sound and to the personalities on our air.

Never underestimatethe variety of tastes in the Greater Los Angeles area. Here is a medium programmed to satisfy them all.

KHJ Radio
1313 North Vine Street
Hollywood 28, California
Represented nationally by H-R Representatives, Inc.

September 22, 1958 • Page 15
famous on the local scene...
yet known throughout the nation

More than any other institution, the local school establishes the integrity of its community. Because of this important contribution, it is recognized throughout the land as a symbol of the principles of an enlightened society. Storer Broadcasting, too, has become known nationally for integrity. Individual Storer stations' close community alliance and loyalty to the principles of responsible broadcasting have created this corporate image. And sales results show that a Storer Station is a Local Station.
a muddy field of implausible situations and jarring officer dialogue that would send straight-backed Pentagonsiers scurrying for the Uniform Code of Military Conduct.

While Lt. Col. Stevenson B. Canyon USAF AO 041-044 is made of more believable stuff than some of his comic-strip predecessors, his tv counterpart suffers dreadfully from what apparently is a lack of oxygen. As portrayed by tight-lipped Dean Fredericks, this hero ought to feel more at home standing next to Sgt. Joe Friday at Madame Tussaud's Wax Works than at the wheel of a KB-50 fueling ship. The Pegasus promoters point out no little time nor effort has gone into securing a chap who looks the part of Col. Canyon. No doubt. Now all that remains is to find a chap who can also act.

The series opens with a pompous, Drag-net-like preamble that implies you've got to like this show or face the Un-American Activities Board. This is followed by a stirring “up-we-go-into-the-wild-blue-etc.” theme by the late Walter Schumann. One senses danger. Somebody's going to get killed. Somebody does.

After all is said and done and the heroes fly off happily ever after, flight shock sets in. The initial reaction is one of keen disappointment.

Production costs: Approximately $48,000. Sponsored by Liggett & Myers (Chesterfield) through McCann-Erickson on NBC-TV, Saturday, 9:30 p.m. EDT. Started Sept. 13.

Produced by Pegasus Productions Inc. (Milton Caniff); executive producer: Michael Meshekoff; producer: David Haft; director (initial program): Ted Post; story editor: Sidney Carroll; technical advisor: Lt. Col. Frank Ball; production manager: Ralph Nelson; teleplay (initial program): Joseph Landon, Shelly Colbert; assistant director: Bruce Fowler Jr.; photography: Paul Ivanos, ASC.


BOOKS


Madison Avenue habitudes are finding out that there's a distinctly serious side to the many-faceted Sheep Mead—until his retirement two years ago at age 41, radio-tv vice president at Benton & Bowles Inc.

Sheep Mead used to liken himself to Francis Scott Key: he wrote by dawn's early light—and now he wrote! Eight plays—satirical novels and a number of do-it-yourself manuals that made mince-meat of old-fashioned ethics.

This time Mr. Mead has come up with something refreshing: a serious novel about admen and adwomen in which there are plenty demi-murrays. And then, they're not terribly good at their knavery.

The entire action of this novel is confined to an 18-day period of trial-error-and-triumph at Branch Torrey Assoc., a middle-sized agency presided over by temperamental, hard-and-fast-driving Branch Torrey whose rough-shod tactics are nicely balanced by the bland diplomacy of Sherwood Ernst, a boyhood friend of dubious talents who plays Faust to Torrey's Mephistopheles. Orbiting around this twosome are copywriters given to sporadic bouts with alcoholism and sex; account executives who proclaim their rugged independence by standardizing their thoughts to the nth degree; clients who delight in ridiculing the professionals and a chap named Chip—whose competition with Torrey goes as far as the conjugal couch.

This might read quite like the personnel dramatis of any past-published advertising "expose." But Mr. Mead has stripped the characters of all artifice—here you'll find no talk about sincere tugs or running it up the flagpole. Instead, you will spend those 18 days with Torrey's associates—as your shop loses a big rotisserie account, makes a frantic pitch for—and gets—a much bigger electric shaver account; you sit through a session of "groupthink" or "brainstorming"—you will watch an overly-departmentalized client trample a perfectly decent ad to pieces by the "committee system."

Mr. Mead has spared us little; in many instances, not enough. Read The Admen and check your private "Glamour Counter."

There'll be few clicks on the register.


The author is emerging as leader of a back-to-the-grass-roots movement. Last spring in this magazine he advanced the theory that all advertising is not concentrated on Madison Avenue [MONDAY MEMO, May 26]. Now from his New Orleans (Fitzgerald Adv.) vantage, the avenue fugitive takes a retrospective look at city-oriented big business and the professional managers.

It is obvious that the writer has covered the same ground as his hero, Jack Pollock, boy wonder of the food promotion world. In pursuit of the big-company "look" Jack Pollock steps out of college into the promotion department of a midwest-based food combine. From there on, it's a dizzying trip for the young man out of the ranks of one company and into the executive suite of another firm in New York. It reads much of the time like a case history from The Organization Man.

Many will feel they have read it before. It seems to be the story of the age—man caught up in the machine. Mr. Howells' version has an authentic sound, a frightening impact and some well drawn characters. Particularly amusing, in an ironic way, is the crusty head of one of the two food empires in Jackson Pollock's career. Mr. Pollock's boss is an ex-country boy, product of the American tradition—grown old and rich but preferring to retain the farm vernacular and give the executives their heads. But at a board meeting the old boss can still outwit them all, topping the most ruthless tactics any of his young men in a hurry can offer. The Big Company Look ought to be of interest to workers in any size company.
This is an unusual kind of advertisement. It appeared in Broadcasting's issue of July 28, 1958. It offers $500 in cash prizes to bona fide timebuyers who (a) could name the top Louisville station in the forthcoming July-August Hooperating; and who (b) could come nearest to the daytime share-of-audience figure. It was "blind"—i.e., didn't identify the advertiser.

Here was the follow-up, announcing the names of timebuyers in New York, Chicago and Detroit who came closest to the official Hooperating score. (Top winner was only .5% low.) As you see, the advertiser is WAKY.

As contests go, this was quite a rousing one. A total of 286 qualified timebuyers mailed their predictions to Box 290 at Broadcasting. That's quite a passel of timebuyers. As a matter of fact, computed against Broadcasting's total PAID circulation of almost 6,000 agency-advertiser executives (biggest by far in the TV-radio field, incidentally), this is roughly one response for every 21 paid subscribers. Or, among advertising agency readers alone, it's about one in 11!

Small wonder that WAKY owner Gordon McLendon wrote the letter you see here. "Evidently," he concludes, "you can't bury anything in Broadcasting. Rest assured that we are delighted."

This sort of thing happens all the time. If you'd like to be delighted, too, we're happy to oblige. The only requirement in our contest is that you place your message in Broadcasting. No guesswork involved. After all, why shouldn't the far-&-away No. 1 business-weekly of television and radio be able to do the far-&-away No. 1 advertising job?
ENTERS SOUTHEASTERN TV...

WTVJ BUYS WLOS-TV

WTVJ-Miami, for 10 years decisively first in South Florida, proudly announces the purchase of WLOS-TV, Asheville-Greenville-Spartanburg.

The same skilled, aggressive, and experienced management developed at WTVJ will now add new dimensions of greatness to a station already offering formidable advantages:

- A giant market of 62 counties in 6 states with 425,360 TV homes.
- TREMENDOUS COVERAGE PROVIDED BY THE SOUTH'S HIGHEST TOWER, 6089 FEET ABOVE SEA LEVEL.
- The only unduplicated network coverage of Asheville-Greenville-Spartanburg ... making WLOS-TV the market's only single-station buy.

(Data from NCS #3)

Ask our station representatives for the exciting story of the new WLOS-TV and its vast market today!

WLOS-TV

UNDUPLICATED ABC FOR ASHEVILLE • GREENVILLE • SPARTANBURG

Represented by Venard, Rintoul & McConnell, Inc.
Southeastern Representative: James S. Ayers Co.
Supermarkets and appliances, transit service and banking... from the East Coast to Honolulu most Happy Sponsors and stations cheer for Lang-Worth Jingles!

KBUR, BURLINGTON, IA:
DAVID STEINLE REPORTING—
Lang-Worth Radio Huckster Jingles complete a hard-hitting radio package for Benner Tea Company's 34 supermarkets, introducing the sponsor... reaching frequently into L-W's bag of jingle tricks to push special store promotions.

KCBC, DES MOINES, IA:
DON PURDY REPORTING—
Radio Hucksters provided the right selling jingle for a famous national brand, Amana Air Conditioners. KCBC wrote and sang its own lyrics over a Lang-Worth instrumental theme, followed by hard sell copy. Sponsor: Amana Distributor and Brack's Radio & Appliances.

KGU, HONOLULU, HI:
BUD ZIMMERMAN REPORTING—
Honolulu Rapid Transit through Holst & Male, Inc. uses a smartly produced spot series on KGU based on L-W's "You Don't Need a Parking Space" Huckster plus persuasive live copy, tags and sound effects. KGU reports ad agencies using its production facilities more frequently since subscribing to the jingle service.

KAWL, YORK, NEB:
JERRY BRYAN REPORTING—
KAWL sold an additional 100 spots monthly to York State Bank for its new Charge Account Service. The secret: Radio Huckster jingle production plus a cut-in plan for participating merchants. By coincidence, the jingle title — "Everybody's Happy!"

OPEN MIKE

On Access Issue
EDITOR:
CONGRATULATIONS ON YOUR EXCELLENT STORY ON DECISION OF OKLAHOMA CRIMINAL COURT OF APPEALS IN CURRENT ISSUE OF Broadcasting [LEAD STORY, SEPT. 8]. YOU'VE DONE AN EXCELLENT JOB IN KEEPING THE INDUSTRY POSTED ON DEVELOPMENTS IN CANON 35 CONTROVERSY.

Robert D. Sweetey
Chairman
NAB Freedom of Information Committee

The Liquor Picture
EDITOR:
Got a big kick out of Sid Hix's drawing in the Sept 8 Broadcasting [EDITORIALS]. Think Sid and your readers will get a bang out of this picture I took of my tv set about five years ago while watching CMQ-TV Havana from West Palm Beach. This snowy snapshot always causes me to ponder the millions in liquor advertising we force out of our cash registers every year.

Joseph S. Field Jr.
President
WIRK West Palm Beach, Fla.

Sideband Sideline
EDITOR:
We were pleased to note the write-up concerning the full-time single-sideband tests now being conducted over WGBB's 250 watt station in Freeport, Long Island [GOVERNMENT, Aug. 11].

Interference reduction is, as indicated, one of the principal advantages of CSSB; however, we cannot agree that the system should be generally regarded as a means for opening up new channels. Without intelligent planning and moderation, such a trend would inevitably revert the broadcast spectrum to its presently overcrowded condition.

Preliminary results already obtained with the adapter purchased by WGBB are extremely encouraging. Audio fidelity is noticeably improved and reliable transmitter coverage has been extended to numerous areas not previously serviced. In the final analysis we believe these advantages, plus CSSB's ability to reduce TV heterodyne interference, will prove to be of greater importance than even the spectrum economy factor.

Kenneth B. Boothe
Vice President, Sales
Kahn Research Labs
Freeport, N. Y.

THE BIG MIKE IN CENTRAL OHIO
WBNS Radio is first in 352 out of 360 quarter hours, Monday through Friday, 6 a.m. to midnight. (Pulse, December '57 - January '58)
Thaddeus sees Red

and covers the 11th largest TV market with one station!

Rhode Island Red impresses on time buyer Thaddeus O. Thistlethwaite the fact that WJAR-TV's primary coverage area includes, not just Providence but all southeastern New England, including Boston, Fall River, New Bedford, Worcester! Call your Petry man and let him show you just how much extra coverage you get with WJAR-TV in the Providence market!

In the Providence market...

WJAR-TV

is cock-of-the-walk in station coverage!

CHANNEL 10 • PROVIDENCE, R.I. • NBC-ABC • REPRESENTED BY EDWARD PETRY & CO., INC.
First flash from Arbitron!

(A CLEAN SWEEP FOR WCBS-TV)

It's electronic! It's instantaneous! But the results are the same: WCBS-TV is New York's number one television station.

Minute by minute throughout the broadcast day, Arbitron, the exciting new electronic rating service, measures New York viewing instantaneously — and Channel 2 piles up impressive margins of leadership.

During the first week of continuous operation, Arbitron flashed this report:

WCBS-TV has the largest share by far of total audience viewing, with a 59% lead over the second-place station;

Every single one of WCBS-TV's continuing local commercial programs leads all of the competition in its time period;

The Early Show leads its nearest station competition by 113%...The Late Show leads by 89%...even The Late Late Show has a larger audience at 1:30 in the morning than the average audience of any other New York station throughout the daytime;

The highest-rated news programs — morning, afternoon, early evening and late evening — are all on WCBS-TV;

9 of the top 10 shows are on WCBS-TV.

The marvel of Arbitron is brand-new, but its findings are the same as from the other audience measurement services: clear-cut leadership for...

Channel 2, New York WCBS-TV
CBS Owned • Represented by CBS Television Spot Sales
DAVENPORT, IOWA - ROCK ISLAND, ILLINOIS
47th TV MARKET IN THE U.S.

As Reported in TELEVISION AGE, May 19, 1958

41 Albany-Schenectady-Troy 46 Omaha
42 Nashville 47 Davenport-Rock Island
43 Champaign 48 Binghamton
44 Miami 49 Raleigh-Durham
45 Sacramento-Stockton 50 Asheville

WOC-TV is No. 1 in coverage in all of Iowa and Illinois
(Chicago excepted)

48 COUNTIES
Population* 1,727,100
Homes 556,500
TV Homes 469,890
Farm Homes** 97,101
TV Farm Homes** 54,912
Effective Buying Income* $2,852,363,000
Retail Sales* $2,076,120,000

*Sales Management's "Survey of Buying Power, 1958
**U. S. Census of Agriculture, 1954

WOC-TV Davenport, Iowa is part of Central Broadcasting Company which
also owns and operates WHO-TV and WHO- Radio — Des Moines

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name title/position*

company name

title/position

city state zone

* Occupation Required

Please send to home address — —

Page 26 * September 22, 1958
Integrity—track record—confidence—these are the cornerstones upon which the founders* of Independent Television Corporation have built a vital new force in television programming in the United States and abroad. ITC is dedicated to provide the television industry with dynamic properties, sales and service facilities without equal. Watch ITC—Independent Television Corporation.


INDEPENDENT TELEVISION CORPORATION
WALTER KINGSLEY, PRESIDENT
Temporary Headquarters: Hotel Roosevelt, New York
Sta. WILS
VENARD
CONTACT
RINTOUL 8
HEARD
Greater ASSOCIATED
THAN
DC
7:00
Monday
58.3
58.3
58.3
58.3
60.5
Sta. B
25.6
21.2
Sta. C
7.7
9.8
Sta. D
3.7
3.2
C. E. Hooper, March-April, '58

OUR RESPECTS

to Michael Joseph Higgins Jr.

SOME three decades ago a 12-year-old caddy, Joe Higgins, had an important hunch. Listening to the conversation of businessmen-golfers at the Dayton, Ohio, golf course operated by the MacGregor golf equipment firm, he decided to parlay his own aptitude for the game into a commercial career.

The result—Joe Higgins is general manager of WTHI-AM-TV Terre Haute, Ind., and president of the Indiana Broadcasters Assn., and represents his district on the NAB Radio Board. Though golf is a spare-time pursuit, he has won countless tournaments and holds six low gross trophies won at the annual Broadcasting golf tournaments held at NAB conventions. One year he won both low gross and net.

Golfing contacts led to Mr. Higgins' Terre Haute connection. A time salesman at WIBC Indianapolis in 1947, he played an exhibition match with Sammy Snead, Bobby Locke and Fred Wampler at the Indianapolis Speedway golf course for the benefit of the Police Athletic League. An interested spectator was Anton Hulman Jr., principal in the Speedway ownership and associated with Frank McKinney in radio and other properties.

A few days later Mr. McKinney offered him the management of the new WTHI, soon to take the air. He's still running WTHI as well as the tv station added in 1954.

Joe Higgins' introduction to golf was on the rugged side. When he showed up at the MacGregor course to earn caddying money, the older caddies set up a rugged hazing for the 12-year-old. He was directed to fight five selected caddies. What the hazers didn't know was that the Catholic fathers at St. Josephs Orphanage in Cincinnati had trained him to use his dukes. The hazing ceremony ended quickly, and caddy Higgins went right to work. Golf came easily to him and by 16 he was often shooting in the sixties.

Joe went to the orphanage at age 6 when his mother died. Some years later his father remarried and took him to Dayton. When financial tragedy struck the family in 1929, he entered Parker co-op high school where he worked two weeks and went to school two weeks, graduating in 1933. During his school years he worked in the advertising department of the Dayton Daily News, a Cox newspaper. After graduation he went to work fulltime.

GETTING restless in 1934, and perhaps contemplating the 12-month golfing in Florida, he signed on as an apprentice engraver at the Cox-owned Miami Daily News. Six months later the union voted to have no more apprentices. Jobless, he returned to Dayton and went to work at the Reynolds & Reynolds printing plant making offset plates.

His caddying career had included bag-carrying for E. B. Newill, now vice president of General Motors and then chief engineer of Frigidaire at Dayton. The Frigidaire advertising department normally hired only college graduates but Mr. Newill helped find him a job in the mailroom and he soon shifted to advertising. At Frigidaire he met Kathleen Helmig and they were married in 1938. They went to night sessions at U. of Dayton two years.

At age 24 he joined MacGregor Golf as advertising manager. The job gave him the chance to play the nation's best golfers. He had won the Dayton city championship in 1937 and took it again in 1942. At Dayton he moved to Chrysler Airetemp division where he headed the price and order department and aided in postwar planning. When he took the Chrysler job he discovered from a birth certificate required by wartime rules that his name included a "Michael" and a "Jr."

When the Indianapolis News bought WIBC in 1944 Joe was hired to help arrange a move from hillbilly to urban programming. He learned management and time-selling at WIBC, leading to the Terre Haute opportunity in 1947.

Joe Higgins runs WTHI-AM-TV by the committee system, discussing, planning, making changes and improvements. "It's no problem when people make mistakes, but there must be action and lots of it," he said, and added, "My owners have never second-guessed me."

The whole Higgins family goes in for golf, including Mrs. Higgins and Sue, 19, Mike (III) 18, and Sharon, 11. Mrs. Higgins had emergency surgery at Los Angeles at the close of the last NAB convention but was soon ready to resume traveling after leaving the hospital.

Joe's industry activities include secretary-treasurer of the CBS Radio Affiliates. He set precedent Sept. 6 by staging an all-day rally with most of the state and national legislative candidates and their wives, with Indiana Broadcasters Assn. as host. His list of civic activities is a long one, including Rotary, Elks and Knights of Columbus as well as chairman of the Catholic Information Committee in Terre Haute.
Marty McNeeley steers you to BIGGER SALES in the rich Detroit market on WKMH

Anchors Aweigh! It's ANOTHER FIRST IN DETROIT for WKMH

Marty McNeeley's recent shipboard program on the S.S. AQUARAMA was the first live, remote broadcast to originate from a seagoing ship while underway on the Great Lakes. It's typical of "MARTY'S MORNING BEAT" — the sparkling morning show from 6 to 10 a.m. Monday thru Saturday, geared to Detroit On The Move. Marty McNeeley commands a big listening audience... is one of Detroit's most popular radio personalities. He's one more reason why WKMH is your best buy in the rich Detroit market.

Save up to 15% by using 2 or more of these powerful stations

WKMH  WKMF  WELL  WSAM  WKHM

USE 4 OR 5 STATIONS...SAVE 15% • USE ANY 3 STATIONS...SAVE 10% • USE ANY 2 STATIONS...SAVE 5%

KNORR BROADCASTING CORP

September 22, 1958 • Page 29
THE WASH THAT STOPPED THE DRAIN

More than fifty years ago, U. S. Steel scientists found a way to reclaim the iron particles in low-grade ores by washing away the useless sandy particles. Thus they obtained a high-grade ore from a low-grade one—which early miners had pushed aside as worthless. In 1910, they built their first plant to handle this job of ore beneficiation, because they knew that even vast ore deposits like those of the Mesabi Range in Minnesota would soon be drained if only the richest ores were scooped out to feed our steel-hungry economy.

Today, more than 1/3 of all the iron ore shipped out of Minnesota is beneficiated ore. And U. S. Steel's research work on ore beneficiation is still going on to find even better ways to utilize and stretch our ore deposits.
MONEY ON THE MOVE IN TV FILM

Wrather's $11.35 million TPA buy latest symptom in shifting business

ITC OFF TO FAST START WITH ACQUISITION OF TPA

Jack Wrather, who last month told the world that his new Independent Television Corp. would be the equal of any in tv within 30 days [FILM, Aug. 25], started making good on his promise last week. He did it the fast way, shelling out $11.35 million to take over all assets and subsidiaries of Television Programs of America.

The result: a new power mover in the film industry, representing a total financial investment of approximately $25 million.

Mr. Wrather termed the TPA deal the first of several expansion moves planned for ITC both here and abroad. He was not specific about others he might have in mind. The purchase was announced jointly by Mr. Wrather and Milton Gordon, president of TPA.

These are the tv properties ITC picked up with TPA: Fury, Ranger of the Jungle, Private Secretary, Last of the Mohicans, Charlie Chan, Tugboat Annie, Count of Monte Cristo, Ellery Queen, Halls of Ivy, Stage 3, Cannonball and New York Confidential. The latter two are new series now in production. Also included: distribution rights to Jeff's Collie (returns of the Lassie series, owned by the Jack Wrather Organization) and foreign distribution rights to Lassie, The Lone Ranger and Sergeant Preston of the Yukon (also owned by the Wrather firm).

TPA subsidiaries now under ITC include TPA Ltd. (British), TPA Films Ltd. (Canadian), TPA Music Co. (California), Normandy Productions Ltd. (Canadian) and Donnell & Harmon Inc., a New York advertising agency.

Walter Kingsley, president of ITC, will continue as president of the enlarged company.

ITC itself was formed in July by the Jack Wrather Organization and Carl M. Loeb, Rhoads & Co. along with two British tv firms, Associated Television Ltd. and Incorporated Television Programme Co. Ltd. ATV is program contractor for British commercial tv stations in London and the Midlands. Incorporated Programme numbers among its assets the television series Robin Hood, William Tell and Invisible Man.

UNITED ARTISTS MAKES BID TO ACQUIRE ASSOCIATED ARTISTS

United Artists Corp., through its subsidiary United Artists Associated Inc., has made its first move to acquire all the assets of Associated Artists Productions Corp., a major distributor of feature films for television.

With litigation cleared away, UAA offers $11 in cash for each share of AAP stock plus 6% interest from July 1, 1958, until the closing date. The offer also includes $7 for each warrant that represents the right to buy four shares of stock. UAA proposes $1,186 and interest from July 1, for each $1,000 6% subordinated convertible sinking fund debenture. Offer expires at the close of business Oct. 16, although it can be extended beyond that date if circumstances warrant.

Holders of AAP debentures will meet Oct. 6 at Toronto (AAP traces its creation to Canadian interests) and stockholders will meet Oct. 16 in Wilmington, Del., to give consideration to the offer.

The full acquisition of AAP has been pending for some time—ever since UA first announced in late 1957 its purchase of 700,000 shares of AAP’s capital at $12 a
FOREIGN CAR AIR BUDGETS GROW

- Importers still exploring in radio and television
- But they seem to like what they've seen so far

Foreign auto makers and distributors are beginning to rev up their interest in broadcast advertising.

Comments from various ad managers for the European auto makers indicate that what's kept them out of broadcasting up to now was the knowledge they could not match Detroit dollar-for-dollar. But with greater and more enthusiastic U. S. public acceptance for their product, this need to match ad dollars has become less important. Now, radio and tv are looked to by many not only for hard selling but also for "security"—building consumer interest and spot schedules—against the day the current foreign-car buying fever may subside.

The foreign car makers most active in broadcast usage are Simca, Renault, Jaguar and Volkswagen. The success or failure of their campaigns may have considerable bearing on the ad plans of a number of other foreign makers and importers. While some of them—such as Rootes Ltd. (Hillman Minx) and the Swedish-owned Volvo Distributing Co. (Volvo)—have been using radio on both network and spot basis, a number rely on print almost exclusively. Among them: S. A. Citroën, Fadex Commercial Corp. (BWV Isseta), Fiat Motor Co., Hambro Automotive Corp. (Morris, MG, Riley, Austin-Healey) and Hammar Motor Car Co. (Alfa-Romeo, Porsche).

This holds especially true of higher-ticketed cars such as the Rolls-Royce and Mercedes-Benz. Neither intends—right now—to go into "common denominator" media, their advertising strategists claiming the price of their cars is too high to suit a mass medium. Jaguar—no cheap car—thinks otherwise.

An interesting sidelight is the fact that the U. S. "Big Three" now will use radio-tv in many instances to sell what in effect may be their competition: Chrysler for Simca, General Motors for Vauxhall, Ford for Taunus. American Motors Corp. (Rambler) has been placing its British-made Metropolitan in broadcasting for the past year—principally NBC Radio's Monitor. But, in a sense, the Metropolitan isn't regarded as a foreign make, as it bears an FOB Detroit tag.

Volkswagen of America Inc., Englewood Cliffs, N. J., wholly-owned subsidiary of Volkswagen G. m. b. H., Wolfsburg, West Germany, believes in "fixing the roof while the sun shines." Advertising manager Scott Stewart admits that "right now" the demand for the "beetle" car exceeds the supply. "But it's not always going to be this way," he says, casting an anxious eye at the French, Italian and British competition. So, Volkswagen seeks sales security with radio-tv spot. The word is it will speed ahead later this year and early next with $1 million in spot allocations.

Most Volkswagen buying will be done locally. "After all," says Mr. Stewart, "the dealers are in a better position to know their market potential." So, he feels, are local advertising agencies. Thus the 14 major Volkswagen distributors have been told to get themselves local ad agencies—and fast. Their jurisdiction over spot campaigns would cover wide areas. For example, the San Antonio-based distributor would place the buying order for the Denver market. Conversely, the Los Angeles distributor, Van Newman, does not have jurisdiction over the San Francisco area; Newman retains Compton Adv. there, whereas the San Francisco dis-

Volkswagen is seeking sales security, despite present heavy demand, with radio-tv spot throughout the United States.

RENAULT becomes first foreign maker to sign for a regularly-scheduled tv network series, Murrow-Friendly Small World.

BROADCASTING
Inc. except that its European and British operations would be handled by the new foreign subsidiaries. They said Leslie Harris would continue as vice president and general manager of CBS Films.

NTA BUYS TELESTUDIOS CONTROL TO FURTHER VIDEO TAPE AMBITIONS

In line with National Telefilm Assoc.'s growing interest in the videotape field, Ely A. Landau, NTA board chairman, announced last Wednesday (Sept. 16) that the company has acquired all of the preferred stock and two-thirds of the common stock of Telestudios Inc., New York, producer of taped programming and commercials. The transaction involved an exchange of Telestudios' stock for NTA stock but no other details were revealed.

NTA recently ordered several Ampex tape recorders for use at its owned and operated WNTA-TV Newark and KMSP-TV Minneapolis-St. Paul. The acquisition of Telestudios, Mr. Landau said, will enable NTA to produce taped programs for distribution to tv stations throughout the country.

The Telestudios stock acquired by NTA includes the shares held by George K. Gould, president and treasurer, and stock held by other members of the company's management. Mr. Gould will continue as president and operating head of Telestudios. Mr. Landau said an offer to purchase all of the other outstanding common stock of Telestudios, at $1.75 per share, payable at the option of NTA in NTA common stock or debentures, will be made to other stockholders.

Mr. Landau said that Telestudios plans to develop mobile units to utilize videotape on location work.

Telestudios was organized by Mr. Gould two years ago. In recent months it has completed tape commercials for Grant Adv. (Ford's Telegraph Delivery Assn.), Pillsbury (Campbell-Mithun) and the Democratic Party (Kastor, Hilton, Chesley & Clifford), among others.

Coincident with the announcement of Telestudios' purchase by NTA, the Radio & Television Executives' Society of New York held its production workshop at the studios last Tuesday. Mr. Gould was the principal speaker to an audience of more than 200 members of the society. He reviewed the history of videotape and presented a demonstration of VTR.

BROADCASTING

One Minute Preferred
As Radio Spot Length

More than 92% of spot radio announcements on the air are one minute in length, according to a study released last week by the Radio Advertising Bureau.

The bureau acknowledged that the popularity of the 60-second announcement among advertisers was known but the study sought to ascertain the extent to which the one-minute commercial was being bought in preference to commercials of other lengths. A breakdown of the study reveals that during the second quarter of 1958, 82.3% of spot radio announcements were 60-second; 6.2% were 10-second; 5.6% were less than 10 seconds; 3.3% were 20-second and 2.6% were 30-second.

The breakdown is based on the total number of announcements of each length bought, as reported to RAB by a one-third sample of the radio industry's timebuyers. It covers purchases made by more than 1,100 brand advertisers.

RAB also released the names of the five largest advertisers for each category of radio commercials, covering 17 companies. The Bureau noted that the "less than 10 seconds in length" category represented primarily Sinclair Refineries extensive campaign of sixsecond "quickies" for its Sinclair gasoline.

The RAB list:


30-Second Announcements: (1) Carling Brewing, (2) Liggett & Myers Tobacco, (3) Morton Foods, (4) Pearl Brewing, (5) Fels & Co.


Less than 10-second: (1) Sinclair Refining Co.

Material for its new study of commercial preferences among advertisers was compiled by RAB from information used in its

September 22, 1958 • Page 53

ing's future at Renault hinges on the success and/or failure of Small World.

Point-wise, Renault defers to its 15 distributors and their 600 dealers coast-to-coast. The U. S. company does not provide co-op funds, but the distributors do. TV spot is used in New England surrounding local newscasts (since May 5); since March in the Southwest; "on and off" in the Far West and "very little" in the Midwest, Renault just having undergone a change in distributorship there. Spot radio presently figures in New York, Providence, Boston and Los Angeles.

Why did Renault gamble on network TV? Says Miss Noting: "The idea of sponsoring Ed Murrow and the international flavor of the series is wonderful for us." Renault's staple item for U. S. consumption is the Dauphine passenger car. Back in June, its agency, Needham, Louis & Brorby, Chicago-New York, began scouting up network availabilities. NLAB took over the Renault account from Mann-Ellis this past April.

Jaguar has caught a slight broadcast fever. It is using radio for the first time in its history. Jaguar Cars Inc., New York (U. S. subsidiary of Jaguar Cars Ltd., Coventry, England), through Cunningham & Walsh, New York, has allocated about $50,000 to sponsor CBS Radio's coverage of America's Cup Races off Newport, R. I.

Although it's a small expenditure, the radio ad campaign may signal a departure in Jaguar's advertising policy. The company's luxury-priced automobiles appeal to a limited market and in the past Jaguar has used such magazines as New Yorker and Time.

Now it is trying out the flexibility of radio and the ability of an advertiser to become associated with such specialty sports broadcasts as the yacht races.

Simca, whose total national ad budget (separate from the dealer and distributor allocations) has been held down to $20,000 this past year, will have the budget increased "quite considerably," according to Richard N. Meltzer, president of the San Francisco agency bearing his name. The reason is simple: Simca Inc., wholly-owned U. S. subsidiary of Societe Industrielle de Mecanique et Carrosserie, will have its national advertising policies shaped by Chrysler Corp., no stranger to broadcast advertising.

Chrysler several months ago purchased "a substantial interest" in the French firm and will take over U. S. distribution. The announcement last June kicked off a flurry of major agency "pitchett" but Chrysler, satisfied with Meltzer's work, retained that shop. Additionally, it handed Meltzer the Simca portion of the budget that will be administered through Chrysler of Canada.

Meltzer Adv., with offices also in Los Angeles and Denver, last week opened a Detroit office to handle Canadian time placement. U. S. time-buying probably won't start until next year, and will be done out of the San Francisco office. In addition to the national account, Meltzer also serviced 8 out of 10 regional distributors which now will be "completely revamped." Local distributors and dealers "in some instances" used spot, Mr. Meltzer indicated. With Simca distribution to be handled through local Chrysler-Plymouth-Desoto-Dodge dealers, Mr. Meltzer said, "it's too early to predict just what percentage of the new budget will go into radio and tv spot." He said, however, that "we will go into tv for certain."

SIMCA looks to Chrysler Corp. (part owner) to shape national advertising policies to be increased "considerably."

JAGUAR will use radio for first time in sponsoring America's Cup Races as indication of possible switch in advertising.
second quarter 1958 report, which the bureau is making available to advertisers and agencies on request. The report may be obtained by writing to Miles David, RAB director of promotion, 460 Park Ave., New York 22.

Kevin Sweeney, RAB president, pointed out that the current sample of one-third of radio's time sellers will be enlarged for future issues of the quarterly report. He added:

"We're working right now on compiling data for other third quarter study. And from all indications, it will be even more comprehensive in scope than our present issue, which, in itself, represents more data than has ever before been assembled in one source for the radio medium."

Recessionwise It Pays To Advertise—Buchen

It pays to advertise—during and immediately after a recession.

That's the conclusion reached by The Buchen Co., Chicago advertising agency, in a study of the relationship between sales and advertising in over 130 industrial manufacturers of durable goods during the two periods—1947-51 and 1952-56. The agency described the survey as a "new yardstick" for measuring sales and advertising ratios.

Buchen concluded generally that any firm which makes advertising aggressiveness a part of its marketing philosophy during and following a recession will feel the recession less, and recover from it more quickly, than its backward-looking competitors.

Buchen selected basic industries, avoiding "impulse commodities." Taking a list supplied by Associated Business Publications, it sent questionnaires to 1,200 industrial firms. Slightly more than 10% (133) responded and figures were converted to basic index numbers. "Pivotal" years were 1949 and 1954 in each of the two economic periods. Respondents were grouped into those (1) which did not cut advertising budgets during the recession year or the year following, (2) which did cut budgets during the recession year and (3) which reduced expenditures during the year after the recession. The study was conducted under the direction of J. Wesley Rosberg, Buchen vice president and director of research.

The finding showed that in 1949, the first recession year, "continuous advertisers enjoyed a big gain in sales, while the budget cutters dropped below their 1948 sales figures. In 1950 firms which maintained their advertising programs were still far ahead of those who had cut their budgets in 1949 and 1950."

The 1952-56 study showed non-cutting companies "consistently ahead in sales." Many manufacturers which pared advertising in 1954 fell markedly behind others. In 1955 sales of the non-cutters were almost ahead of 1952, while those which reduced their outlays in 1954 or 1955 were not yet back to their 1952 levels.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

CLEAN FIGHT • Battle lines among all-purpose detergent makers [CLOSED CIRCUIT, Aug. 18]. A striking battle has been drawn with reported shift by Adell Chemical Co. (Lestoi), Holyoke, Mass., into Canadian tv spot. As Lestoi heads north, little-known Texize Chemicals Inc., Greeneville, S. C., is consolidating its grip on southland, and is understood to be using strategy similar to that of Lestoi—run-of-schedule packages, advance cash payment for campaigns at 2% discount (when requested), slotting in late night film programs. Texize, via Henderson Adv., Greeneville, now is in 45-50 markets on saturation basis.

So far, Lestoi hasn't gone south of Washington nor west of Evansville, Ind., thus leaving Southeast, Midwest and West to three giants—Colgate-Palmolive, Procter & Gamble and Lever Bros. Latter's Handy Andy (Kenyon & Eckhardt) is now in about 35 markets—Virginia, Missouri, Wisconsin, etc.; P&G's Mr. Clean (Fatham-Laird) is breaking in Philadelphia, Syracuse and Springfield, Mo., and Colgate's Genie (McCann-Erickson) is testing on West Coast. Interesting aspect of Big Three intentions: test runs are kept at minimum so as not to "waste time."

GOOD AND BAD • Purchase by Harold F. Ritchie Inc. (Brylcreem, other hair preparations) of two ABC-TV properties [BUSINESS BRIEFLY, Sept. 8] comes as unhappy news to number of ABC-TV affiliates. Reason: Ritchie's said to be canceling extensive spot schedules in markets where ABC-TV has received clearance. Agency, Kenyon & Eckhardt, still is holding spot cancellations in abeyance, pending ABC clearances on stations where network shares time with either NBC-TV or CBS-TV. Should it fail to get either Cheyenne or 77 Sunset Strip in these markets—some 125 are on basic order—spot will stick. No change is contemplated in markets carrying neither show.

P&G PUSH • Procter & Gamble Co., Cincinnati, for Ivory and Cheer, stepping up spot tv activity this month. Through Comp
dis Adv., Ivory is going into over 100 markets on 52-week basis using 60- and 20-second announcements. Through Young & Rubicam, Cheer is lining up undefined number of stations.

CLEANING SEASON • Glamorenc Inc., (carpet cleaner) Clifton, N. J., has set four-week spot tv schedules in 25 markets to start Oct. 1. Six to 12 spots per week will be used in each market, concentrated on one or two specific days of week. Jules Power, N. Y., is agency.

'SMALL WORLD' TEAM • In their first use of network television, Olin Mathieson Chemical Corp., N. Y., and Renault Inc. (see page 32), N. Y., have signed to sponsor Edward R. Murrow's new Small World series of news and entertainment over CBS-TV (Sun., 6:30 p.m.), starting Oct. 12. Olin Mathieson, through D'Arcy Adv., St. Louis, and Renault, through Needham, Louis & Brovary, Chicago and New York, will alternate in sponsorship for first 12 weeks, after which Olin Mathieson will continue on exclusive basis for next 14 weeks.

RIVAL BUYS SERIAL • Rival Packing Co. Div., Associated Products Inc., Chicago, for Rival dog foods, has bought MCA-TV's If You Had a Million (rerun of The Millionaire) for 10 markets in Massachusetts, New York, Pennsylvania, Rhode Island, Michigan, Missouri and Ohio, for full year beginning early October. Agency is Guild, Bascom & Bonfigli, San Francisco.

TWO HALVES • RCA has signed for alternate sponsorship of two new NBC-TV color programs, Northwest Passage (Sun. 7:30-8 p.m.), effective Sept. 21, and The Further Adventures of Ellery Queen (Fri. 8-9 p.m.). Alternate weeks of both programs have not yet been filled. Kenyon & Eckhardt, N. Y., is RCA's agency.

BACK WITH JACK • Polaroid Corp. and Bristol-Myers Co. (Bufferin) have renewed on NBC-TV's Jack Paar Show, representing total of about $1.8 million in gross revenues. B-M renewal of almost 200 participations begins in October and runs through end of 1959. Young & Rubicam, N. Y., is agency. Polaroid order, placed by Doyle Dane Bernbach, N. Y., calls for 40 participations starting in January.

ROS RECIPE • Church & Dwight Co. (Arm & Hammer baking powder), N. Y., is launching seven-week spot tv campaign on 63 stations in 54 markets today (Sept. 22), using run-of-schedule ID announcements. Agency: J. Walter Thompson Co., N. Y.

IN THE NEWS • Six advertisers last week signed for NBC-TV's 15-minute weeknight newscast with Chet Huntley and Dave Brinkley (Mon.-Fri. 6:45-7 p.m.), effective immediately; Nestle Co. (Dancer-Fitzgerald-Sample Inc.) on alternate Wednesdays and Thursdays; effective today (Sept. 22): Kemper Insurance Co. (John W. Shaw Adv.) on various Mondays and Wednesdays; effective Wednesday (Sept. 24): Union Carbide's National Carbon Co. (William Esty Co.) on alternate Wednesdays and every Friday; starting Oct. 28, Bristol-Myers Co. for Bufferin (Young & Rubicam) on alternate Tuesdays and alternate Thursdays for 52 weeks; effective Nov. 3: Bulova Watch Co. (McCann-Erickson) on alternate Mondays, and effective Nov. 7: Bell & Howell Co. (McCann-Erickson) on various Fridays.

TUESDAY TIME • Ford Div., Ford Motor Co., is buying participations in ABC-TV's Sugarfoot on Oct. 14 and in Cheyenne, with which it alternates (Tues., 7:30-8:30 p.m.) on Oct. 21. Agency: J. Walter Thompson Co., N. Y.

COOL $2 MILLION • Frigidaire Div. of General Motors Corp. has placed 52-week order of alternate-week quarter-hour segments in five daytime programs on NBC-
ONE OUT, SIX UP AT K&E

A series of executive changes—one a surprise announcement—was announced last week by Kenyon & Eckhardt, a major agency with a substantial radio-TV billing.

The unexpected: the resignation effective Oct. 1 of Donald C. Miller, senior vice president and a director of the agency, who said he was leaving because of "basic disagreement on agency operating policies." Reportedly his resignation was made known in the agency after an executive committee meeting Sept. 11 that also considered changes already in the making.

Executive promotions announced: David C. Stewart, treasurer and senior vice president in charge of corporate services, elected executive vice president, a post reestablished at K&E after nine years; G. T. C. Fry, vice president and account supervisor in New York, to vice president in charge of K&E in Detroit and also account supervisor (David J. Gillespie Jr., vice president, continues as senior account executive and will assist in administration of the Detroit office); Barrett Brady, senior vice president in charge of creative services, elected to the executive committee; W. Stephens Dietz, vice president and promotion director, elected to the board; Robert C. Barker, vice president and senior account executive, appointed acting account supervisor, and Kevin Kennedy, vice president and account executive, made acting senior account executive.

It was understood that still further appointments are in the works at K&E.

K&E President William B. Lewis issued a staff memorandum on Mr. Miller's resignation, noting his contributions to the progress and growth of the agency and wishing him well "in whatever he undertakes." Mr. Miller joined K&E in Detroit 10 years ago, was elected vice president a year later and a director in 1952. He was one of five vice presidents advanced to senior vice president in April 1957, was made a coordinator of account management and was elected last September to the executive committee. He was in charge of K&E's Detroit office until his move to New York two years ago.

TV—contract said to represent $2 million in gross billing. Agreement made with other sponsors of programs concerned to give Frigidaire at least one commercial message every day of the week. Programs include Treasure Hunt, Concentration, The Price Is Right, From These Roots, and Comedy Time, Dancer-Fitzgerald-Sample, N. Y., is Frigidaire's agency.

OIL FIRM REGIONALS • Oklahoma Oil Co., Chicago, has increased broadcast advertising, with $1 million-plus schedule of new radio-TV buys in three states through Needham, Louis & Brobury, Chicago. Schedule includes alternate-sponsorship of Citizen Soldier and Silent Service on WNBQ (TV) Chicago and Highway Patrol on WGN-TV, (with fourth under consideration); 56 newscasts weekly on WBBM-FM, others on WBBM-AM, and 25 per week on WIND, all Chicago; 70 insertions per week on WXLY Newsmobile and 200 time signals weekly on WIRE, both Indianapolis, (with TV newscast also in negotiation); 20 spots weekly on stations in South Bend, Fort Wayne, Terre Haute and Logansport, Ind.; three daily newscasts on KSO and sports on KRTN, both Des Moines, Iowa. Oklahoma also co-sponsors White Sox baseball on WFCY Chicago. Firm now has retail outlets in three states (Illinois, Indiana, Iowa).

LIPTON CUP • Thomas J. Lipton Inc. (tea, soups, dessert mix) is sponsoring coverage of America's Cup Races on both NBC Radio and Mutual, beginning last Saturday (Sept. 20). Agency is Young & Rubicam. Sir Thomas Lipton, founder of Lipton company, was associated historically with races, making five attempts in vain to win cup.

DOZEN IN CLUB • Procter & Gamble Co., Cincinnati, through Compton Adv., N.Y., joins 11 other national participating advertisers—including Bristol-Myers, General Foods, General Mills, Nabisco, Miles Labs, among others—on ABC-TV's Mickey Mouse Club (Tues. and Thurs. 5:30-6 p.m.) effective next Monday (Sept. 29). Product to be advertised: Big Top peanut butter.

FOR FOOTBALL • CBS-TV has signed total of 14 clients for its coverage of 64 National Football League games on ten regional networks, starting Sunday (Sept. 28) and ending Dec. 14. Sponsors of games are Philip Morris Inc. (Marlboro, Philip Morris brands), P. Ballantine Sons, National Brewing Co., American Oil Co., Pan-American Oil Co. (Amoco subsidiary), Falstaff Brewing Co., Duquesne Beer, Goble Brewing Co., Speedway Petroleum, Carling Brewing Co., Standard Oil Co. of Indiana, Standard Oil Co. of Ohio, American Petrofinn and Hamm Brewing Co.

CHRYSLER SETS PACE • New business reported late Thursday (Sept. 18) by CBS Radio was paced by purchase of Chrysler Div., Chrysler Corp., Detroit, through Young & Rubicam, N. Y. of Eric Severud With the News (Mon.-Fri., 9:25-9:30 p.m.) for two weeks, starting Oct. 27. Other sales covering CBS radio "Impact" segments were made to Dodge Div., Chrysler Corp., Detroit, through Grant Adv., N. Y., and Chicago, starting Oct. 9; Hudson Vitamin Products Corp., N. Y., through Pace Adv., N. Y., starting Sept. 27; Mennen Co. (Skin Bracer), Morristown, N. J., through Warner & Legler, N. Y., for Dec. 12-14 period, and Clairol Inc., N. Y., through Foote, Cone & Belding, N. Y., starting Oct. 18.

'Omnibus' Loses Union Carbide As Sponsor for Coming Season

Robert Saudek Assoc.'s Omnibus has lost one of its major wheels. The Union Carbide Corp., New York, "after considerable studying" has decided against renewing. It is dropping the institutional campaign waged on the show for two seasons—at a cost of $3 million—"because we have nothing to sell but a corporate symbol."

While its subsidiaries such as National Carbon Co. (Eveready batteries) through William Esty and Dynel through Anderson & Cairns Inc. continue to use spot, UCF's institutional TV campaign has been shelved "for the time being." The decision was made, it's understood, by the UC financial executive committee. J. M. Mathes Inc. is the "corporate" agency.

UCF's pullout leaves the Saudek office with but one sponsor to carry the cost of 15 Omnibus shows; actually, Aluminium Ltd. (through J. Walter Thompson Co.) will sponsor only six of the 15. The series returns on NBC-TV Oct. 26.
Hecth, Foreman Debate Ad Antics, Semantics

Two authors met last week to do battle on the field of tv commercials. In one corner: Ben Hecth, controversial playwright ("Scepter of The Rose," "The Front Page," "Child of the Century"), starring on his own WABC-TV New York interview program. In the other, BBDO Executive Vice President Robert L. Foreman, author of the just-published "inside tv" novel The Hot Half-Hour. The match was somewhat of a draw, Mr. Hecth's irreverence and skepticism being neutralized by his guest's calm and objective grey-flanelled logic. Referee was Mike Wallace, whose News-maker Productions Inc. packages the new weekly-night programs for the ABC-TV stations.

Mr. Hecth felt admen ran a close second to politicians as the noisiest bunch of opinion molders in America today, that they have made people "turn off their senses...instead of their sets" and that they had put the mass viewer in an "automatic coma." His question: if people dislike commercials, claim they never watch them, why does American business spend millions of dollars in tv to bring "millions more" back? And why, Mr. Hecth said—setting on specific commercials he disliked—did commercials have to be ungrammatical? First case in point: BBDO's spot for Wildroot Cream Oil ("...The hair tonic for men that women like to be near"). Mr. Foreman, tongue in cheek, admitted he wasn't "bright enough to get the lack of good grammar" involved. He felt that "instead of 'who' just 'seemed a better way of expressing it...it would be a little more clearly understood."

Mr. Hecth on the Viceroy spots ("a thinking man's filter...a smoking man's taste") out of Ted Bates & Co.: "Is it the theory that the person who buys that cigarette will feel himself a thoughtful man?" or "is it an ignorant assumption that he doesn't buy." Mr. Foreman for the defense (although his agency services the competitive Hit Parade brand): "I can conceive very readily what the Viceroy people are driving at; that people who are thoughtful will turn to that brand...because of the effectiveness of the filter" and that the Viceroy prospect will be "thinking about the subject of smoking, which is on people's minds these days"—an allusion to tar and nicotine contest vis a vis the 'cancer scare.'

Mr. Hecth on Procter & Gamble's Zest spot ("For the first time in your life feel really clean") out of Benton & Bowles: "This is a very shocking statement...I can't understand how (they can) attack 99% of the people, saying they're naturally unclean if they hadn't used Zest, and expect to get their good will...their money. If you tell a person that because he hasn't done something before, he's an idiot, he feels he's been an idiot most of his life." Mr. Foreman for the defense (again): "You have to understand and have sympathy for the fact that advertising does tend to exaggerate to a degree only. I am always reminded of the fact that when you wanted people to join the Navy before it was compulsory you'd say 'Join the Navy and see the world' not 'Swab the deck.'"

Mr. Hecth thereupon asked, "You mean, fool the people?" Mr. Foreman replied: "No, just picking more pleasant aspects that people are interested in. The business of stating or implying that advertising is misleading is only done by people who don't know what we go through to be accurate in the advertisements." Mr. Foreman also pointed out that Mr. Hecth, in criticizing ads on a purely semantic basis, was seizing on the audio portion and ignoring the video part which often told most of the story.

Mr. Hecth on Libby, McNeill & Libby's Frozen Orange Juice ("Mmm, mmm, that was Libby's Frozen Orange Juice. Just about the yummiest you can put in your tummy") out of Mr. Foreman's BBDO: expressed disbelief when Mr. Foreman noted the commercial to be angled to an audience age group up to 15, said "I have written many bad things but I have never used the word 'yum.'" Mr. Foreman for the defense: "I don't think it's misleading, because it is yum yum. I have tasted it."

The WABC-TV debate went on to other matters besides specific commercial examples such as "audience loyalty." Mr. Foreman felt "I think it is the smallest debt they (viewers) owe the advertiser who has spent so much to entertain (them) to give them the three minutes that's allotted out of a half-hour—six minutes out of an hour." He explained to author Hecth ("it seems like much longer than that") that close industry policing kept violations of this rule to the barest of minimums. Mr. Hecth then asked "How do you account—if I'm vaguely correct—the fact that people don't pay any attention and buy everything it advertises?" Mr. Foreman said he didn't "account." He said "They must pay attention. For instance, we do a great deal of research that shows that people react about products that should be of some interest by purchasing that product."

Mr. Hecth had the last word. In fact he had many last words. One of them: The admen are "making schizophrenics out of people...They don't like the commercials, but buy the products.'"

Contadina Aims Across Country With Eight-Week Spot Barrage

Contadina Foods (tomato paste), San Jose, Calif., has purchased an extensive spot radio campaign in 12 basic marketing areas including 27 major cities.

The campaign, placed through Cunning-ham & Walsh, San Francisco, and described by the agency as one of the largest spot radio drives emanating from a western company, will run for eight weeks beginning Sept. 29. More than 11,000 commercials will be used. Frequencies will run as high as 180 per week in key cities such as New York, Chicago, Philadelphia, Detroit, Cleveland, Pittsburgh, St. Louis, Los Angeles and San Francisco.

At the same time, Contadina Foods will use spot tv in the New York market entailing 360 one-minute announcements during the identical eight weeks. Used in the drive will be the radio and commercials produced by Freberg Ltd. and starring personality Stan Freberg. The spots will combine the serious with the bizarre.

C&W's senior vice president and account supervisor Bob Brisacher noted that this is the fourth straight year that the bulk of Contadina's advertising budget has been concentrated in radio.

Also revealed by the agency:
• A merchandising drive has been set up for Contadina to alert buyers and retail store personnel on the spot radio campaign. Point-of-purchase material is part of the merchandising. More than 2,500 buyers across the nation will receive a recording of the commercials and a sales message.
• C&W currently is testing "several new" Contadina products in various cities. The products will be introduced nationally "market by market" next year.

Boeing Frowns on Agency Merger

The expected "marriage" between Calkins & Holden and Burke Dowling Adams Inc. [ADVERTISERS & AGENCIES, Sept. 15] has run into some last-minute snags, it was learned—but unconfirmed—last week. One of the witnesses to the proposed wedding, Boeing Airplane Co., Seattle, apparently was not sold on its objection to the match for what it feels are two "good reasons," both involve BDA accounts. Boeing—which is a C & H client—is not too happy about the prospect of being under the same agency roof as two BDA clients who do business with Boeing's competitors. They are Scandinavian Airlines System, which has on order Douglas Aircraft Co.'s DC-8's and General Dynamics Corp.'s Convair 880's. Another BDA airline account, Delta Air- lines, likewise has on order the Douglas planes. Additionally, BDA's major client, Curtis-Wright Inc., makes certain aircraft parts not bought by Boeing. BDA executives admitted "some doubt" was in order
If you want your product sales to ascend in the Baltimore market, consider also:

★ W-I-T-H gives lowest cost per thousand listeners—by far—of any local station.
★ W-I-T-H gives complete, no-waste coverage of the purchasing area that counts.
★ W-I-T-H has imaginative programming for the whole family—24 hours a day.
★ W-I-T-H gives powerful merchandising to your product no other station can match.

Send up your "trial balloon"!

Contact Tom Tinsley, Pres.; R. C. Embry, Vice Pres.; or your nearest W-I-T-H national representative:

Select Station Representatives in New York, Philadelphia, Baltimore, Washington
Clarke Browne Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans
McGavren-Quinn in Chicago, Detroit and West Coast
One-man bands are dandy... BUT

If you want to make music that'll move millions, you need more men. Not only musicians, but behind-the-scenes people, too. WJR has got 'em—well over a hundred—including musicians, singers, arrangers, directors, producers, writers and such. Now all these folks cost more to maintain than a couple of "disc jockeys," but when you cater to the musical whims of an audience as large as WJR's you find they're very necessary.

For instance—WJR's music motto is "Music for every taste"—and planning a musical menu for its many listeners requires experts in the classics, choral arrangements, folk songs, religious music, band music and other kinds, as well as the current favorites. And WJR's got the experts. Furthermore, WJR's audience appreciates the variety and quality of music that they get.

We know this by their letters—advertisers know it by the results they get. You can find it out by checking an Alfred Politz survey, which shows WJR as the No. 1 radio station in the Detroit-Great Lakes area. If you've got a product or service to sell, call your Henry I. Christal man, he'll show you how WJR can help you make music that will have your sales department dancing circles around competition.
concerning the merger, but C & H Board Chairman J. Sherwood Smith said the matter was not dead. He indicated there would be “one more meeting” at which a “final decision” would be arrived at.

**SSC&B Volume at $45 Million**

As Agency Leases Larger Space

Sullivan, Stautcher, Colwell & Bayles, New York, is now billing in television at the rate of $24.3 million per year, it was revealed last week by the agency. Total billing was estimated at the yearly rate of $45 million.

The billing figures were contained in a special report issued by SSC&B noting it has completed its move to quarters at the new Gold Skyscraper Building at 575 Lexington Ave. SSC&B now has more than doubled its previous space at 477 Madison Ave., occupying four floors in the Lexington Ave. building. The new quarters have increased tv and radio facilities.

SSC&B started July 1, 1946, with a small staff in a 15-room apartment in the old Marguerity apartment hotel. It then billed $3.5 million a year. Today, 20% of its 22 divisions, plus the company's manufacturing unit, are based in the new offices, which occupies its entire floor of the new building. The expansion coincides with its increased tv and radio facilities.

SSC&B has now more than doubled its previous space at 477 Madison Ave., occupying four floors in the Lexington Ave. building. The new quarters have increased television and radio facilities.

**All 22 Divisions of Kroger Co.**

**Now Handled by Campbell-Mithun**

As anticipated, Campbell-Mithun Inc. has inherited the remaining half of Kroger Co. business (11 divisions) to be released by Campbell-Ewald Co. in Detroit Nov. 1 [Advertisers & Agencies, Sept. 8].

Campbell-Mithun in Chicago will serve 22 divisions, plus the manufacturing unit of Kroger, giving it an estimated total of $3 million in national billings, it is estimated by W. J. Sanning, advertising manager. He estimates that radio-tv billings are running about $5.5 million.

Kroger first assigned one division to C-M in 1956 and later moved 10 others to that agency. Campbell-Ewald got its share of the 22 divisions from Ralph H. Jones Co., Cincinnati, in a July 1957 realignment.

**Airlines Favor Radio News, New Study by RAB Concludes**

An analysis of airline advertising strategy by the Radio Advertising Bureau indicates that radio news programs andadjacencies to such broadcasts are prime favorites of the nation's airlines.

The practices of the various airlines are contained in the second of RAB's new series of "Radio-Activity Reports," distributed to bureau members last week. The report is part of a continuing study of the radio advertising strategy of leading companies in specific categories of business (the first report was on brewers).

The latest report shows that airline advertisers are no longer waiting until public appearances are announced in on-line cities; saturation coverage in early-morning and early-evening time periods and wide use of jingles and sound effects. Information on the practices of such companies as Delta Airlines, Trans World Airlines, Trans Texas Airlines and North Central Airlines is provided, detailing the various approaches in their radio advertising programs.

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**LATEST RATINGS**

**TOP 10 NETWORK PROGRAMS**

Tv Report for August 17

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>No. Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gunsmoke</td>
<td>44,900</td>
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<tr>
<td>2</td>
<td>Have Gun, Will Travel</td>
<td>34,630</td>
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<tr>
<td>3</td>
<td>I've Got a Secret</td>
<td>30,900</td>
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<td>4</td>
<td>Ed Sullivan Show</td>
<td>30,160</td>
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<tr>
<td>5</td>
<td>I Love Lucy</td>
<td>27,930</td>
</tr>
<tr>
<td>6</td>
<td>Real McCoys</td>
<td>27,630</td>
</tr>
<tr>
<td>7</td>
<td>Wells Fargo</td>
<td>26,840</td>
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<tr>
<td>8</td>
<td>Price Is Right</td>
<td>26,460</td>
</tr>
<tr>
<td>9</td>
<td>GE Theatre</td>
<td>26,010</td>
</tr>
<tr>
<td>10</td>
<td>Alfred Hitchcock Presents</td>
<td>25,390</td>
</tr>
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**TOP 10 NETWORK PROGRAMS**

Tv Report for August 19-25

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>No. Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gunsmoke</td>
<td>42,6</td>
</tr>
<tr>
<td>2</td>
<td>Have Gun, Will Travel</td>
<td>31,8</td>
</tr>
<tr>
<td>3</td>
<td>What's My Line</td>
<td>31,3</td>
</tr>
<tr>
<td>4</td>
<td>I've Got a Secret</td>
<td>30,8</td>
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<tr>
<td>5</td>
<td>Price Is Right</td>
<td>27,9</td>
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<tr>
<td>6</td>
<td>Wells Fargo</td>
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<tr>
<td>7</td>
<td>I Love Lucy</td>
<td>27,0</td>
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<td>8</td>
<td>Ed Sullivan Show</td>
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<td>Twenty-One</td>
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</tr>
<tr>
<td>10</td>
<td>Alfred Hitchcock Presents</td>
<td>25,6</td>
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**TOP 10 NETWORK PROGRAMS**

Tv Report for August 1-7

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Rating</th>
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<tr>
<td>1</td>
<td>Gunsmoke</td>
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<td>2</td>
<td>I've Got a Secret</td>
<td>12,470</td>
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<tr>
<td>3</td>
<td>Backskin</td>
<td>12,255</td>
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<tr>
<td>4</td>
<td>Ed Sullivan Show</td>
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<tr>
<td>5</td>
<td>Have Gun, Will Travel</td>
<td>11,653</td>
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<tr>
<td>6</td>
<td>Alfred Hitchcock Presents</td>
<td>11,438</td>
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<tr>
<td>7</td>
<td>Wells Fargo</td>
<td>11,051</td>
</tr>
<tr>
<td>8</td>
<td>GE Theatre</td>
<td>10,793</td>
</tr>
<tr>
<td>9</td>
<td>Top Ten Lucy Shows</td>
<td>10,793</td>
</tr>
<tr>
<td>10</td>
<td>Price Is Right-10:00 p.m.</td>
<td>10,750</td>
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**TOP 10 NETWORK PROGRAMS**

Tv Report for August 19-25

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<th>Program</th>
<th>% Homes*</th>
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<tr>
<td>1</td>
<td>Gunsmoke</td>
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<td>I've Got a Secret</td>
<td>29.5</td>
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<tr>
<td>3</td>
<td>Backskin</td>
<td>29.3</td>
</tr>
<tr>
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<td>Ed Sullivan Show</td>
<td>28.1</td>
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<tr>
<td>5</td>
<td>Have Gun, Will Travel</td>
<td>27.9</td>
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<tr>
<td>6</td>
<td>Alfred Hitchcock Presents</td>
<td>27.6</td>
</tr>
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**BACKGROUND:** The following programs, in alphabetical order, appear in this week's Broadcastings tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

**Buckskin (NBC-181):** Ford (JWT), Thurs. 9:30-10 p.m.

**Dennis the Menace (NBC-141):** P&G (K&G), Sun. 10-10:30 p.m.

**GE Theatre (CBS-123):** General Electric (BBDO), Sun. 9:30-10:30 p.m.

**Gunsmoke (CBS-192):** Sigfrit & Lasky, Mon. 10:00-11:00 p.m.

**Have Gun, Will Travel (CBS-148):** Lever (JWT), Sat. 8:30-9:30 p.m.

**I Love Lucy (CBS-115):** Alfred Hitchcock Presents (SSC&B), Mon. 9-9:30 p.m.

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**TRENDEX**

**TOP 10 NETWORK PROGRAMS**

Tv Report for August 1-7

<table>
<thead>
<tr>
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<tr>
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<td>Gunsmoke</td>
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<td>2</td>
<td>I've Got a Secret</td>
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<tr>
<td>3</td>
<td>Alfred Hitchcock Presents</td>
<td>21.3</td>
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<tr>
<td>4</td>
<td>I Love Lucy</td>
<td>20.7</td>
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<tr>
<td>5</td>
<td>What's My Line</td>
<td>19.6</td>
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**AR B**

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**Copyright 1958 American Research Bureau Inc.**
B&B's Lind Explains Uncertainties of Cost

What goes into the production of a television commercial? Raymond A. Lind, vice president and head of tv commercial production, Benton & Bowles, New York, last week spent a lunch-hour facing a roomful of stern critics, the agency controllers with whom he and his colleagues must do battle just about every working day. He wanted to get on the record "The Human Factor [In Tn Commercial Production] Versus Cost."

Mr. Lind spoke before the 10th anniversary luncheon of the advertising agency financial management group of the New York Credit & Financial Management Assn. The group, representing about 60 advertising agencies, is comprised almost wholly of secretary-treasurers and controllers. Its newly-installed chairman is Irving J. Paulus, secretary-treasurer of Warwick & Legler Inc. He succeeded Clayton Huff, assistant treasurer, BBDO.

By means of illustrations, Mr. Lind explained how and why tv production affects costs, how costs are controlled and why the men with the ledgers ought to consider the "human element."

Mr. Lind said the producer must wear two hats. He must be both a creator and an administrator. Regarding the latter, he must pre-determine costs, obtain competitive bids, recommend (to the client) the best buy for the money. He must adhere closely to the budget; he must coordinate every last detail, involve himself in set design, styling, casting, recording, screenings, printing and even jurisdictional union problems. Whatever he does, he must keep a fixed eye on "the 3 Rs"—rejection, revision and refinement."

Mr. Lind, in detailing the complexities of the producer's craft, noted that a three second tropical sunset, for example, involves "location hunting, right trees and foliage, good weather conditions, right season of the year, travel problems of crew and gear, subsistence of personnel, etc."

The company that shot the three-second sunset took a week and a half to do it properly. This, he said, was for an industrial film. But what of the tv commercial? "We have 20 seconds to a minute and a half, with up to 10 or 12 different scene changes, all to be shot in approximately two days. This is the reason decisions have to be made at the storyboard stage whether or not to include a particularly difficult or costly scene in a commercial."

He concluded, "maybe, after a study, you decide that the expensive effect is worth it. But this must be decided before the shooting. Thus, the classic question, 'how much does it cost to produce a one-minute commercial?' has no answer... except in terms of a specific storyboard."

Nearly Half of Citrus Budget Earmarked for CBS-TV Shows

A package deal involving three shows, and worked out in just a week with CBS-TV, was approved Tuesday (Sept. 16) by the Florida Citrus Commission as the backbone of its 1958-59 advertising program in behalf of the new orange and grapefruit crops.

The citrus commission, a 12-member state agency composed of industry leaders and headquartered in Lakeland, Fla., acted...
HERE'S HOW KTHS NEWS DEPARTMENT CAN CONTINUE TO FEED NEWS TO YOU ON "THE LITTLE ROCK STORIES"

During the past 3 weeks Bill Neel, News Director of KTHS, has received several hundred calls from stations all over the nation, asking for a news feed on the latest lead in "The Little Rock Story".

He and his staff have been working around the clock to oblige in every instance. As this ad is being written, it appears that "The Little Rock Story" will continue making news during the weeks and months ahead.

Since coverage of such an extended nature will literally swamp our news department, it is necessary that we make a nominal charge of $5.00 per minute to feed latest news breaks to stations desiring this service.

If you are interested in presenting this up-to-the-minute news coverage to your audience, please contact Bill Neel, direct. He will then provide you with the most complete local news coverage of "The Little Rock Story".

KTHS
50,000 watts
Great Voice of Arkansas
LITTLE ROCK

KTHS
1090 KC
ADVERTISERS & AGENCIES CONTINUED


The television buy represents nearly half the $3 million budget set up by the commission for the fiscal year which began July 1. Already committed from this amount is $350,000 for the July-October period, all in magazines and newspapers. The major phase of the program, budgeted at $2,650,000, will begin Nov. 1. It was this part of the program which was outlined here Tuesday by Benton & Bowles and approved by the commission.

A. W. Hobler, chairman of the agency's executive committee, told the commission members that a heavy magazine schedule would have been presented this week for approval had the tv package not become available. As it is, magazines will get $580,000, or less than 20% of the $3 million budget.

Newspapers are slated for $590,000, plus another $76,000 for Sunday supplements.

The remainder of the 12-month budget, nearly $300,000, will go for a Canadian campaign (approximately $100,000), trade paper advertising, a special drive in Florida for gift fruit shippers, and for production costs.

During the 1957-58 season, tv time accounted for $1,950,000, about two-thirds of the $2,890,000 consumer advertising program.

The television sponsorship will begin in December. From mid-December to late June, the commission will sponsor part of the Doug Edwards news show Friday evenings; in December and January the citrus board will be an alternate sponsor. Sunday nights on What's My Line?, and from February through most of June Perry Mason will carry citrus commercials on Saturday nights.

Trendex Expands Into Local T

Trendex Inc., New York, will produce local tv rating reports on a regular basis for the first time. The firm said last week its reports, using the telephone coincidential method, will cover 50 cities by the year's end. The first group of 15 cities will be reported in October, 17 additional cities in November and another group of 19 in December. The reports will be divided into sections, one on the amount and distribution of the tv audience, station by station and program by program, and the other dealing with "brand share of the market" indexes covering 20 brand categories. Trendex up to this time has confined its regular reports to program popularity ratings based on telephone interviews in 20 cities.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,601,000 people in the U.S. over 12 years of age during the week Sept. 7-13. This is how they spent their time:

68.1% (85,534,000) spent 1,652.5 million hours† watching television
58.1% (72,974,000) spent 1,077.8 million hours listening to radio
83.4% (104,751,000) spent 409.7 million hours reading newspapers
37.5% (47,100,000) spent 213.0 million hours reading magazines
24.2% (30,395,000) spent 325.5 million hours watching movies on tv
35.1% (44,054,000) spent 184.3 million hours attending movies*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by Broadcasting each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly cumulative figures. People-numbers and percentages—are figured on an average daily basis.
* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-5 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Sept. 1, Sindlinger data shows: (1) 110,650,000 people over 12 years of age see tv (88.1% of the people in that age group); (2) 42,847,000 households with tv; (3) 47,179,000 tv sets in use in U. S. each time period. Daytime as well as nighttime audience composition figures will be furnished. Said one ARB official, "Not much can be hidden—not many best feet can be pushed forward under the double scrutiny of the One-week/Four-week technique."

ARB's other services are the instantaneous Arbitron single-city (New York, Chicago and Los Angeles) and multi-city (New York, Chicago, Cleveland, Detroit, Philadelphia, Baltimore and Washington) studies and twice-monthly Tv-National reports, based on sampling of every county in the country.

ARB Director Jim Seiler stated in reference to the new package, "We expect to provide our agency and advertiser clients with the most comprehensive and reliable television timebuying and audience evaluation tools ever made available."

AGENCY APPOINTMENTS


Whitehall Labs appoints Street & Finney, N. Y., for its Sperti Ointment.

American Optical Co., Southbridge, Mass., for ophthalmic division and all national consumer advertising of company, appoints Fuller & Smith & Ross, N. Y.


ABC-TV previews expanded bill

ABC-TV Wednesday (Sept. 17) previewed its 1958-59 season, revealing publicly for the first time its new "Operation Daybreak" and a strengthened nighttime lineup of scheduled shows.

Accent of the network's season beginning this fall will be on more live programs, additional hours of programming, more time sold and 10 different types of programming.

Participating in the preview program—a one-hour closed-circuit telecast to newsmen and affiliates in more than 80 cities—were ABC-TV President Oliver Treyz and Vice President Thomas W. Moore, who is in charge of programming.

Mr. Treyz said the network was backing its effort this season with "over $40 million invested in brand new programming to add to our continuing investment of the past season."

"Operation Daybreak" will add nearly 80 new half-hourly hours of programming to the nighttime schedule of ABC-TV. The projected program block gets underway Oct. 13. Since its inception this summer, the time made available has been increased from 60 to 80 quarter-hours [CLOSED CIRCUIT, Sept. 8]. Seventeen advertisers, including several handled by Young & Rubicam, have been signed for nearly 70 quarter-hours (ADVERTISERS & AGENCIES, July 14, et seq.).

The new nighttime schedule will open network programming Monday-Friday at 11 a.m. with the half-hour Day in Court (dramatic recreations of court trials), and will follow with The Peter Lind Hayes Show, 11:30-12 noon; Mother's Day (panel show) 12:30-1 p.m., The Liberase Show 1-1:30 p.m.) Chance for Romance 2:20 p.m., and picking up at 3 p.m. with the half-hour Beat the Clock audience participation program. A show to be slotted at 1:30-2 p.m. has not yet been announced.

Mr. Treyz said that ABC-TV's evening schedule now will be "more than 50% live... and the third year last year and the daytime schedule will be over 90% live." He said 10 of the 21 evening programming hours are new shows, with another 20 hours of new shows being supplied in the daytime.

Mr. Moore outlined ABC-TV's programming precept as including five approaches: re-programming of time periods where audiences were not up to expectations and of periods in which ABC-TV wanted the most desirable product, changing the format of several key nighttime shows to gain additional audience interest and impact, rescheduling certain programs to take advantage of competitive situations and a desire to become "for the first time a full-time network operation in the daytime."

ABC-PT President Leonard Goldenson, speaking in Hollywood where he is scouting program material for the 1959-60 season, pledged that ABC-TV will continue to pioneer in the development of new trends and new personalities in live tv as it has in the past few years with filmed programs. Now that the network has enough affiliates to reach 90% of U. S. tv homes live, he said, ABC-TV programming is swinging toward live rather than filmed shows.

Citing Encounter, a live dramatic series which ABC-TV is getting from CBC, Mr. Goldenson said, "we'll go to Canada, Europe or Japan—anywhere that good programs are available."

Stating that many program negotiations are underway for 1959-60, Mr. Goldenson declined to reveal any details at this time. He did say, however, that in place of the two or three special programs which Bing Crosby will do on ABC-TV in 1958-59, the following year should find many more special programs, perhaps one every three weeks.

Asked about color, he repeated what he has said many times before, that ABC-TV will get into color when the public has bought enough color receivers to provide a reasonable audience. Of the $1.5 million spent to modernize the WBKB (TV) studios in Chicago and the $4.5 million to rebuild WXYZ-TV Detroit, both network-owned, about half of the money has gone into preparations for colorcasting, he said. Two color studies will be completed in Los Angeles in the next six to nine months and two of the biggest color studios in New York will be constructed at St. Nick's Arena, which the network has acquired.

The 250,000 color sets out now are "for the birds" so far as tv circulation figures go, Mr. Goldenson stated, adding that ABC-TV will not go into color programming this year. "But we want to be prepared to move into color as soon as color starts to move."

ABC-TV has no present plans for editorializing, he said, but the network does plan to continue to present programs of special public interest, such as last season's Report Card, U. S. A. One such, now being prepared by Walt Disney, is Romance of Numbers with Donald Duck. The idea of the program, Mr. Goldenson said, is to encourage youngsters to gain the mathematical background they'll need to pursue careers in science to provide the number of scientists the nation needs.

Cowan sees tv program growth

Television's future growth "will not be in reaching more homes" but in "providing the people in those homes with more exciting and better programming," Louis G. Cowan, president of the CBS-TV network, asserted last week.

Mr. Cowan ranged across programming, critics, tv costs and quiz shows (see page 48) in his first major speech since he became head of the network. He spoke before the Pittsburgh Ad Club last Tuesday.

He told the group that in his view the "next big step in television will be in its continued betterment of programs. It must continue to improve in quality and in stature if it is to be the vital force that all of us expect it to be."

Up to now, he said, television for the most part has borrowed from radio, the theatre, motion pictures and the lecture platform and its people have come mainly from these backgrounds. But for the future, he counseled, it "must more than ever develop its own new forms, new people, new creative talents, new techniques."

He continued: "By this I do not mean ... that there no longer will be dramatic shows, variety programs, comedy and the like. These have always been with us. Story-telling is one of our oldest arts. What I mean to point out is that there will be fresh new forces, new ideas and new ways of informing and entertaining."

"This now gets to what I consider an absolute responsibility of the network broadcasters. I believe that the network must be a vital force in creating programs for the future. A network must be willing to experiment, to invest, to develop the programs that the viewers of this nation have every right to expect as a matter of course."

Mr. Cowan said CBS is spending "millions" in program development "this very year," that "only a tiny fraction of [CBS creative talent's] product ever reaches the screen." But, he explained, "ideas generate other ideas and skills pile on top of skills," with the result that "out of this whole building process great new products and personalities emerge."

He said tv prices could be the subject of a complete speech, but "let it suffice for me to point out that I am con-
"It's bigger than both of us!"
TERRYTOONS, long famous for its television and movie cartoons, is now making its biggest hit. Producing animated film commercials which combine creativity with salesmanship. Creating entertaining sales messages for some of the most successful agencies serving major national and regional advertisers.

Like Young & Rubicam for Piel Bros.; Benton & Bowles for General Foods; Marschalk & Pratt Division of McCann-Erickson for Mennen and Genesee; Ted Bates for Colgate-Palmolive; Campbell-Ewald for General Motors; Compton for Socony Mobil; Dancer-Fitzgerald-Sample for General Mills; William Esty for R. J. Reynolds and P. Ballantine; Wherry, Baker & Tilden for Quaker Oats.

It figures. For TERRYTOONS is the oldest (and second largest) animated film company in the nation. Its newly-modernized plant houses the very latest camera, sound and animation equipment, and a staff of nearly a hundred craftsmen and artists... the same experts who create cartoon favorites for the CBS Television Network and theatrical cartoons, in Cinemascope and Technicolor, distributed throughout the world by Twentieth Century-Fox Film Corporation.

Animate your sales picture with cartoon commercials from TERRYTOONS ©

455 Madison Ave., New York 22, or 38 Centra Ave., New Rochelle, N.Y.—A Division of CBS Television Film Sales, Inc.
New MBS owner Guterma: Optimist moving into a 'depression-proof' trade

A. L. Guterma, captain of diverse enterprises, has been for little more than a week a radio network president. After disclosure on the West Coast that Mr. Guterma's F. L. Jacobs Co. had bought Mutual Broadcasting System [LEAD STORY, Sept. 15], he was interviewed at his Los Angeles hotel by Bruce Robertson, Broadcasting senior editor and west coast chief.

"I'm an unbounded optimist," Alexander L. (for Leonard) Guterma declared last week, in an exclusive interview with Broadcasting following his election as president of the Mutual Broadcasting System [LEAD STORY, Sept. 15].

And well might Mr. Guterma be optimistic. At 43, he commutes daily from a home in Greenwich, Conn., to an office on Madison Ave. from which he controls the destinies of the F. L. Jacobs Co. of Detroit, of which he is chairman of the board and president; the Scran ton Corp. of Scranton, Pa., of which the Jacobs Co. is controlling stockholder, and a number of subsidiary companies including, since June, the motion picture and tv producing company, Hal Roach Studios, and, since Sept. 11, MBS.

F. L. Jacobs Co. manufactures automotive component parts for General Motors, Chrysler, Ford and American Motors. A wholly owned subsidiary, Symphonie Electronic Corp., Mr. Guterma described as the world's largest manufacturer of phonographs, for Columbia, Capitol, Decca, Westinghouse and Western Auto as well as under its own label. Scran ton Corp., a lace producing organization before Mr. Guterma and his associates took it over, now manufactures yarn, carpets, plastic products and electronic components as well as lace. A Scran ton subsidiary, Storm Vulcan Corp. of Dallas, manufactures machinery for re-building automotive engines.

Scran ton also owns 100% of Hal Roach Studios, which last month announced plans for expanding beyond the production of films for tv and theatrical exhibition into live theatrical productions for the Broadway stage, radio, recording and "any phase of the entertainment business in which we feel we can be successful" [FILM, Aug. 25]. Acquisition by Roach of MBS is the first major move in this expansion program.

The heart of this far-flung industrial empire was born April 29, 1915, in Irkutsk, Siberia. His older brother was obtained at a missionary school in China. His business career began in the Philippines, where he dealt chiefly in sugar and coconu oil, but also was interested in such diverse enterprises as shipping, soap, and cosmetics manufacturing and gold mining. He established the first jute manufacturing plants in the Philippines and also operated jute mills in Italy.

When Mr. Guterma came to the U. S. in 1930, he became a Florida farmer. "I was the first to plant kenaf in Florida," he said, explaining that kenaf is a substitute for jute and that this was a good thing to plant in 1950, "when India and Pakistan were not on speaking terms and so jute was hard to get." He also had a few diversified business interests in New York.

Today, with more than a few diversified interests to keep him occupied, he said that when considering the addition of a new company into the Jacobs-Scran ton empire it's not the type of business that concerns him, but the challenge it offers.

"I look at any business as a challenge," he stated. "I don't profess to know much about anything, but I've learned to buy when others are selling. The secret of success is management. In acquiring a new business property, we take over the management that's there, if it is there, and if it isn't, we bring it in. The Jacobs company had been losing money for several years before we took it over, so we turned it completely around.

The acquisition of Hal Roach and Mutual are based on Mr. Guterma's conviction that the field of entertainment is 'depression-proof.' "As long as humans are here on earth they'll either buy entertainment or they will get it free at someone else's expense as they do now by radio and television," he declared.

Mr. Guterma believes that radio, as a vital part of the nation's entertainment, has a bright future, and that Mutual, as the world's largest radio network, is going to enjoy a bountiful share of that brightness.

"Mutual has a newscasting staff that can't be improved on," he stated. "It has good management. What it needs is strong guidance, the kind of guidance that NBC and CBS have. That's what we intend to provide."

Negotiations for Mutual were underway for five months before the deal was consummated, he reported, noting that these were well along before the acquisition of the Hal Roach Studios in June [FILM, June 2].

"We came with certified checks three times." A tall, balding man whose speech and...
Visitors enjoy every hour in Wisconsin's Nicolet National Forest

Nature—man's first and finest playground

Man has always loved the glories of Nature, for here is home-base; touching it, he feels safe. Standing in forested mountains, near tumbling waters, close to the wonder of living things, his heart is lifted and his hopes nurtured.

Thoreau, who found all life's meanings beside Walden Pond, would have loved Wisconsin's wonderful parks and forests. And you will, too, for wise conservation has kept the sylvan beauty that entranced Joliet and Marquette in 1673. You can study ancient Indian rock-carvings, or watch exciting Indian ceremonials, or perhaps find arrowheads to bring back home. There are eight thousand lakes for you to swim in, bass, pike and muskie to catch, and wild life to watch. There's camping, and hiking, and a million trees to sit under and watch the grass grow.

All men hunger for peace. It is still to be found in Nature. In the inspiration of cloud and forest, blossom and star, you will find testimony to the essential goodness of life—and the dignity of man.

* * *

FREE TOUR INFORMATION If you would like to visit Wisconsin's parks and forests, or drive anywhere in the U.S.A., let us help plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Avenue, New York 20, N.Y.

ANOTHER IN SINCLAIR'S AMERICAN CONSERVATION SERIES

SINCLAIR SALUTES THE NATIONAL RECREATION ASSOCIATION
for leading drives throughout the nation to provide parks and playgrounds to help citizens of all ages make wise use of leisure time. As the foremost source of recreation information and guidance, the Association has enriched the nation by showing the community how to conserve mental and physical health, win the rewards of worth-while recreation indoors and out, and gain the values of creative living that uplift the spiritual well-being of all Americans.

SINCLAIR
A Great Name in Oil

September 22, 1938 • Page 47
NBC, TRENDEX STILL LIKE QUIZZES

NBC-TV has come to the conclusion that the current investigation of quiz programs and the attendant publicity have not adversely affected the network's quiz shows.

And Trendex polled the public last week and found few viewers who said they were "disappointed and now suspicious" of quiz shows as a result of the charges and counter-charges.

The two signs of optimism were noteworthy in a week when the New York district attorney's office, as predicted [AT DEADLINE: Sept. 15] impaneled a special grand jury to take testimony on the quiz furor under oath.

A report issued by the network last Thursday (Sept. 18) said that an analysis by NBC-TV shows that "on the contrary, all the evidence to date points to the fact that the quiz shows are running at about the same audience level since the Dotto troubles were as they prior to it." The initial announcement on cancellation of Lotto was made Aug. 16 [NETWORKS, Aug. 25] and, the network said, its computations were based on the September Trendex and Nielsen.

The network report added:

"A mention should be made of Twenty-one's audience share. In the months before Elfrida Von Nardroff started, Twenty-one's share had been running in the high 30's. Elfrida climbed to a 44. In August, after she had gone off. Twenty-one's share dropped to a 34; in September, after the quiz racket share was 32 and a week later, it was back to the same level as August despite the fact it faced increasing competition from the premiere performance of Voice of Firestone [ABC-TV], which had doubled its share from about 8 to 18. Twenty-one also followed a similar pattern after Charles Van Doren lost."

The network pointed out that all of NBC-TV's quiz shows maintained or increased their share of audience levels according to the latest nighttime Nielsen report for the two-week period ending Aug. 23 as compared with the previous period, with only one exception.

Jack Boyle, director of Trendex News Poll, which produces a weekly television column sold through McClure Newspaper Syndicate, reported in a column for release Saturday (Sept. 20) that a special survey showed these reactions to the quiz investigation:

Like quiz shows and will continue
to watch them 43.4%
Never liked or watched them 24.9%
Always thought they were fixed 14.3%
Disappointed and now suspicious 7.4%
Haven't paid much attention to shows or accusations 6.3%
Other reasons 3.7%

The Trendex study combined with the special analysis by NBC of before-and-after audiences of its own quiz programs. Both studies came out in a week when quiz-probe developments got probably the fewest and smallest newspaper headlines since the "scandal" broke with the summary dropping of Dotto in mid-August.

Trendex said it asked all its interviewees to give reasons for their answers and that "perhaps the most startling explanations came from the scattered few who said that now there was evidence that the shows were fixed—they wanted to become contestants and make a killing.

The report offered this "sampling of the reasons given by the 43.4% who said they like quiz shows and will continue to watch them."

"A Utah woman: 'I prefer to think the stories I've heard are not true and that people are basically honest.' A New Mexico male: 'Someone is simply jealous.' A Seattle man: 'As soon as we read about the fixes we became more interested. Now we are watching them closer than ever.' An Indiana woman: 'It hasn't been proved that the shows are fixed.' A California woman: 'I enjoy watching quiz shows. If they are fixed, it's no money out of my pocket.'"

Among those who were disappointed and now suspicious of all quizzes Trendex said the replies included: "I always thought they were on the up and up and when you find out they aren't, it kinda hurts," "it had the same effect on me as hearing that wrestling is fixed; I'll enjoy them," "I feel cheated; I don't think I'll watch them any more."

Trendex found "little interest" in the answers given by those who never watched quizzes, but said those who reported that they had always suspected rigging were often amusing: "I knew they were all crooked but I still enjoyed them," "it was very foolish to let the public know they were fixed," "all shows are rehearsed; if they weren't they would be dull entertainment."

Among people whose answers didn't fall clearly into the other categories Trendex noted answers: "Somebody always has to spoil everybody else's fun," "I'm glad the shows were exposed; now I don't feel so ignorant myself."

Shows Must Be Honest, Cowan Tells Ad Club

Programs that are not fair and honest have no place in television, Louis O. Cowan, president of the CBS-TV network and sometimes called the father of the big-money quiz show, declared last week.

Breaking the official silence that network top officials have kept during the current quiz probe, Mr. Cowan Tuesday told the Pittsburgh Advertising Club (see page 43): "I think it should be made abundantly clear that no program should be on the air—quiz or otherwise—that does not meet the standards of the fair and honest."

"There have been many accusations made about quiz programs, and it is an index of the important role of television in our society that these accusations and stories have found their place on the front pages of our newspapers.

"No responsible person or organization can or does act on accusation alone. In the instance of the quiz shows, these properties..."
MEMO: to Timebuyers with an eye toward aggressive audience-building stations

During the past year, WFAA-TV, Dallas, has increased its share of viewers in every 3-hour time segment from 10% to 40%

(A.C. Nielsen Summer '57 vs. '58)

Ask your PETRYMAN to show you the details

WFAA-TV CHANNEL 8
DALLAS
Basic ABC for North Texas
usually are not owned by a network. Since these programs represent property values that may well be worth hundreds of thousands or millions of dollars to other people, we are obliged to act in utter fairness to them.

"When, however, in our opinion, there is sufficient evidence supporting such accusations, we have taken, and will continue to take, action to remove such programs from the air promptly. There can be no compromise."

"Certainly, as broadcasters, we know and will continue to exercise our responsibility to the American people. In this I know I express the sentiment not only of our company, but of the other networks and the individual station owners throughout the country as well."

At the time Mr. Cowan spoke, two quiz shows had been dropped. Dotto, on CBS-TV daytime and NBC-TV in a nighttime version, was abandoned abruptly by Colgate-Palmolive and the networks on the heels of "fix" charges that touched off the current investigation [NETWORKS, Aug. 25]. The 70,000-question "Challenge," which was moved from CBS-TV to NBC-TV last week, was dropped by P. Lorilllard and its last performance on CBS was "pre-empted" for a special news show presented by the network without a sponsor [AT DEADLINE, Sept. 15].

Lorilllard was known to have been concerned about charges made against Challenge, which were quickly denied by the producer. The tobacco company attributed its move to a desire for wider audience appeal, pointing out that Challenge attracts the same type audience as 64,000 Question, which it co-sponsors.

Mr. Cowan has been credited with starting the big-money quiz trend with Question. He launched this program in 1955 when he headed his own production firm, now Entertainment Productions Inc., which packages both Question and Challenge.

Western National Firms

Tag in Tv Use—Durgin

National advertisers located in the Western states are behind their fellows in other sections of the land in the use of tv advertising. Don Durgin, NBC-TV vice president and national sales manager, said Tuesday (Sept. 15):

Addressing the Los Angeles Advertising Club, Mr. Durgin reported that of the 798 national advertisers who spent $250,000 or more last year in network and spot tv, newspapers, newspaper supplements and magazines, Pacific Coast advertisers contributed only 5% of the five media total. In the first six months of 1958, these Pacific Coast advertisers put up only 4% of the time billings of the tv networks and only 2% of the billings of NBC-TV.

Citing the recent Fortune list of the nation's top 500 companies, Mr. Durgin said that there are 22 companies with headquarters on the West Coast spending at least $250,000 for national advertising last year. These firms, he stated, divided their advertising expenditures this way: Network tv: 15%; spot tv: 9%; magazines: 44%; supplements: 18%; newspapers: 14%. The combined network-spot tv allotment of 24% of these advertising budgets compares unfavorably with the more than 50% devoted to tv by the nation's top 50 advertisers, he declared.

He attributed this underrepresentation of West Coast advertisers in tv to "poor communications—or maybe I should say poor selling—on the part of the networks and the agencies, who, after all, are the real salesmen of any medium."

Focussing on foods and institutional or industrial accounts, which he termed "the two principal product categories located in the West," Mr. Durgin said:

"There are so many examples of food advertisers using network tv to tremendous advantage that I believe the failure of West coast national food accounts to use network television as importantly cannot help but restrict their growth or the speed with which they realize their potential. In this connection, the remarkable advance of daytime tv is especially significant for food companies who are using this medium more than ever."

"We have just received substantial orders from Pillsbury, General Mills, Heinz, Armour, National Biscuit, Sunshine Biscuit—all new business to NBC-TV—which underscoring the sales success of daytime tv. We are 70% sold out this year vs. 60% last year. Our daytime business alone will run to $6 million in time and talent this season. The other networks have also recorded significant sales gains in daytime vs. a year ago."

Poor Wants Time Shortened

Jack Paar, who has lifted NBC-TV's latenight Jack Paar Show to success, is at odds with the network over whether the show should be cut and he reportedly has warned that unless it's shortened by a half-hour effective next July. An NBC spokesman said, "We're sympathetic with Jack's problem but it is not feasible at this time to reduce his schedule."
AMERICA'S MOST FRUITFUL MARKET...

Fresno is in the heart of the lushly fertile San Joaquin Valley, abounding in prolific vineyards, cotton fields, livestock, fruits and vegetables. Fresno is top U. S. county in gross cash farm income! There's industry, too.

KJE0-TV FRESNO, CALIF.
announces the appointment of
H-R TELEVISION, INC.
as national sales representatives
effective October 1, 1958
# Pioneer Radio Station Representatives

<table>
<thead>
<tr>
<th>City</th>
<th>Address</th>
<th>Phone</th>
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<tr>
<td>NEW YORK</td>
<td>250 Park Avenue</td>
<td>Yukon 6-7900</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>Prudential Plaza</td>
<td>Franklin 2-6373</td>
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<tr>
<td>ATLANTA</td>
<td>Glenn Bldg.</td>
<td>Murray 8-5667</td>
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<tr>
<td>DALLAS</td>
<td>335 Merchandise Mart</td>
<td>7-2398</td>
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<tr>
<td>DETROIT</td>
<td>Penobscot Bldg.</td>
<td>Woodward 1-4255</td>
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<tr>
<td>FT. WORTH</td>
<td>406 W. Seventh St.</td>
<td>Edison 6-3349</td>
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<tr>
<td>HOLLYWOOD</td>
<td>1750 N. Vine St.</td>
<td>Hollywood 9-1688</td>
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<tr>
<td>SAN FRANCISCO</td>
<td>Russ Building</td>
<td>Yukon 2-9188</td>
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Pioneer Station Representatives Since 1932
That's the **PGW** Spot Radio Guide

Accurate answers to questions about cost and coverage potentials with national SPOT RADIO are at your fingertips with the **PGW** Spot Radio Guide. Leading advertisers and agencies agree that it is an infallible yardstick for "on-the-spot" planning of national advertising campaigns.

Here in ONE compact volume are answers about costs and coverage of 50 to 168 markets. And increased sales keep rolling in from national Spot Radio Campaigns.

*Call PGW for a copy of the Spot Radio Guide and for helpful market information.*
KICKOFF NAB CONFERENCE MULLS LEGISLATIVE THREATS, ECONOMICS

- Biloxi sessions open fall series of eight meetings
- Fellows outlines new areas of NAB concentration

NAB's series of eight fall conferences opened last week at Biloxi, Miss., with two days of meetings devoted to station management problems and ways of increasing operating efficiency. The series resumes today (Sept. 22) at Oklahoma City and continues Sept. 25-26 at Sun Valley, Idaho (story, page 60).

The first conference drew an attendance of 150, comprising delegates from Arkansas-Tennessee on the north and Eastern Texas on the west. NAB President Harold E. Fellows was accompanied by nine headquarters executives, a smaller staff group than usual.

NAB has been directing its heaviest attention to three fundamental activities, Mr. Fellows said, listing them as government relations, public relations and economic relations.

Highlighting the trends brought out during the Sept. 18-19 Biloxi meeting were:

- Broadcasting escaped the wildest congressional year in memory without passage of any crippling legislation, but the 1959 session promises to be even worse.
- The profit position of broadcast stations is becoming more dependent, year by year, on efficient management rather than outside competitive factors (story page 56).
- Agency timebuying methods are due for an overhauling (story page 60).
- Station editorializing is slowly but steadily increasing.
- TV broadcasters privately voiced concern over threats to tv allocations through spectrum juggling as a result of government and manufacturing industry studies of military and civilian services.

In shifting NAB's emphasis to government, public and economic relations, Mr. Fellows described the three as inseparable and overlapping in modern Washington and the nation as a whole.

He observed that legislators can't be expected to understand "the intricate challenges of broadcasting" unless their constituents also understand them, a point where the objectives of NAB government and public relations run parallel. But if economic considerations should bankrupt the broadcasting business, he went on, "there would be no funds for carrying on in the vital arenas of government and public relations."

NAB started building its economic relations late last year, Mr. Fellows said, tracing the growth of this activity. Next came stepped-up government relations in the last five or six years and the recent public relations expansion. He voiced concern that NAB is not geared even now to handle the job, particularly in government relations.

He backed the legislative gloominess with the prediction there will be more bills and hearings involving pay tv, community antennas, network regulation, restricted ownership (by multiples and by categories), allocations, international treaties, freedom of access to cover public events, advertising controls, music licensing, copyright and many other subjects of interest to radio-tv.

Arrival of the space age, Mr. Fellows said, will pose new and pressing challenges for broadcasters and require "freedom in which to perform" broadcast functions. Here, he said, is another reason for unified broadcaster action.

"We cannot forget that the whole system of retransmitting signals may not be changed by the existence of stationary or moving space objects in the foreseeable tomorrow," he said, adding: "Surely, as pioneers in the field of electronic communication, we must be prepared to do our part in utilizing the equipment of communicating for the good of international and intrapersonal relations."

In a greeting to broadcasters at the opening Fall Conference session Mr. Fellows explained the new 1¼-day agenda with its emphasis on management problems, association activities and station administration. This change was made by NAB board directive, the current series being programmed as a transition from past autumn meetings to operational phases of station management.

The 1959 meetings will be strictly operational and will be located at eight central metropolitan points.

Vincent T. Wasilewski, NAB manager of government relations, said 1958 had been "a successful year for broadcasters" despite the flood of hearings and the swarms of legislation. "No legislation was adopted contrary to the best interests of broadcasters during the 85th congress," he said, describing some of the excitement on Capitol Hill.

Copyright will be in the spotlight next year, he predicted. Any revision of copyright law, he added, should remove the $250 minimum damages for infringement even if innocent. He reminded that the present law has no requirement to reveal on labels where ownership of performing rights lies. Often it is impossible for a broadcaster to determine ownership, he said. In a discussion of political broadcasters, he said stations with local and national rates can't charge the national rate in the case of candidates for local office.

In line with the association's stepped up public relations activity, Donald N. Martin, public relations assistant to President Fellows, described a guide to be distributed to members. It is designed to help stations win goodwill in their own areas and to encourage participation in industrywide public relations efforts. He said NAB will circulate a questionnaire to obtain a library of individual practical experiences that will help other broadcasters.

In heading the discussion of editorializing, Daniel W. Kops, WAUV New Haven, Conn., cited a survey by Broadcasting [Trade Associations, Sept. 15] showing that 36% of A.M. and 25.8% of tv stations carry editorials, with the airwaves, weekly or occasionally. He said WAUV has been running two-minute editorials, each repeated six times, on an average of two or three times a week.

"We've never lost an advertiser because of our editorials," he said, adding, "and we've actually gained many advertisers because of our identification with community growth." On a showing of hands approximately one out of eight stations represented at the meeting indicated they editorialize. Mr. Kops argued that the problem of equal time for reply isn't serious. Mr. Wasilewski said the FCC is mainly interested in seeing if a station is trying to be fair in its equal-time policies.

At a radio panel Mr. Kops introduced NAB's new handbook, Broadcasting The News, and called on stations to measure up to the journalistic standards required of "the primary medium of spot news."

Robert T. Mason, WMN Marion, Ohio, chairmen of the association radio music license committee, said the committee will soon be ready to start negotiations with ASCAP, BMI and possibly other copyright groups. ASCAP contracts expire at the end of 1958 and BMI contracts in the spring of 1959. Mr. Mason called on all stations to support the committee in group-led negotiations with ASCAP a year ago.

William MacRae, station relations director for the Television Bureau of Advertising, presented "The House That Television Built"—Lestoil's success story—and TVB's updated "E-Motion" film, showing "profiles" of four major media "in occasion of the personal values people take from media, the ability of the media to communicate, and the manner in which people use the media."

The media studied, through 90-minute personal interviews with some 300 adults selected to be broadly representative of the public, are television, radio, newspapers and magazines. The study is described as "an exploratory." Results dealing with use of the four media for advertising are pointed out in the film.

E-Motion is introduced, via recording, by Dr. Lyndon Brown, vice president and director of media, merchandising and research for Danzer-Fitzgerald-Sample, and TVB President Norman E. Cash. "This study is different from many media..."
Nielsen Shows....
WSYR-TV Weekly Circulation Tops Competition by 39,170 Homes

No matter how you look at it, the 1958 Nielsen study gives WSYR-TV a dramatic margin of superiority in the Central New York market. WSYR-TV delivers a vastly greater coverage area . . . more counties where circulation exceeds 50% . . . more circulation nighttime and daytime. Examples:—

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<th>WSYR-TV</th>
<th>Station B</th>
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<tr>
<td>TV Homes Reached Weekly</td>
<td>342,490</td>
<td>303,320</td>
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<td>Weekly Circulation, Nighttime</td>
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<td>Daily Circulation, Daytime</td>
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...67,350 More Homes When You Add the Bonus Circulation (28,180 Homes) of WSYE-TV

When you buy WSYR-TV, you also get the audience of its satellite station, WSYE-TV, Elmira, with a weekly circulation of 28,180 homes.

And finally, if ratings fascinate you: the June ARB report for Syracuse gives WSYR-TV 52.9% of total weekly audience; 63.9% from noon to 6 P.M. Mon.-Fri.; 54.6% from 6 P.M. to 10 P.M. Mon.-Fri.; 71.8% from sign-on to 6 P.M. Sundays.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WSYR • TV

Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.
studies," according to Dr. Brown. "It undertakes to map out the world of mass media ... with the consumer left in. It completely ignores costs per thousand, ratings, circulation, readership—the media bookkeeping. Instead, it concerns itself with how the consumer looks at the media world ... the personal values he gets from media ... how he uses the media ... what each means to him."

Mr. Cash explained the techniques used in the study, conducted by Motivation Analysis Inc., independent research firm headed by Dr. Philip Eisenberg. The project was directed by Dr. Leon Arons, TVB research director.

Two networks held meetings of affiliates at Biloxi.

David B. Williams CBS-TV eastern manager of affiliates relations; F. E. Busby, WTVY (TV) Dothan, Ala., and T. B. Lafford, WJTV Jackson, Miss., CBS-TV advisory board director, were hosts at an affiliates' breakfast. They previewed the upcoming CBS-TV program lineup.

Charles Godwin, MBS station relations vice president and Victor C. Diehm, WAZL Hazleton, Pa., representing the affiliates advisory board, said the network plans more and better news programming under the new network ownership.

NABC had a reception suite at the meeting along with several station representatives and programming firms.

Which Radio Stations Make Better Profits?

Independent radio stations show a better profit margin (revenues vs. expenses) than network affiliates but the latter show a higher dollar profit, according to an NAB analysis given delegates at the opening Fall Conference at Biloxi, Miss.

In outlining the results of a sample survey, representing a cross-section of the radio industry, Charles H. Tower, NAB's economist and labor relations manager, found that efficient management is the most important factor in a station's profit position.

Mr. Tower found that such "external factors" as power, affiliation, market size and years on the air make some difference but he added, "Management push can overcome competition and other external elements."

Total station revenue runs about the same whether there are two stations in a market, or seven or more, he said. On the other hand, the dollar profit goes down sharply as the number of stations in a market increases.

The study included 128 stations (both profit and loss outlets) in various sizes of markets.

In comparing network affiliates (NBC, CBS only), Mr. Tower found:

- Affiliates—5.3% profit margin; $12.-100 profit.
- All others (independent)—9.2% profit margin; $10,500 profit.

These are median figures.

Stations 30 or more years old showed the highest profit margin, the radio analysis revealed. The breakdown by age of station follows:

- 30 years or older—11.4% profit margin; $22,430 profit yearly.
- 20-30 years—9.9% profit margin. $12,800 profit yearly.
- 10-20 years—9.2% profit margin, $8,-930 profit yearly.
- 1-10 years—6.1% profit margin, $6,-640 profit yearly.

Profit margin as shown by station power varied sharply, with 10 kw and 50 kw outlets easily leading the field. The average power breakdown follows:

- 250-500 w—9.9% profit margin, $11,-360 profit yearly.
- 1 kw—1.9% profit margin, $1,100 profit.
- .5 kw—6.3% profit margin, $13,400 profit.
- 10-50 kw—11.1% profit margin, $40,-700 profit.

During separate radio and tv sessions at the Biloxi meeting Mr. Tower led discussions of administrative and management problems. He suggested procedure for purchase of new equipment and explained technological advances. To some extent "the rate of technological change is the measure of the rate of progress of the firm," he said.

NAB Plans Heavy Film Use For Promotion, Orientation

NAB is going into the film-producing business on an extensive basis to promote public understanding of broadcasting.

An 18-minute radio film titled "Hear and Now" was previewed Thursday at the opening NAB Fall Conference in Biloxi, Miss. The documentary traces growth of radio from the crystal set days, recounts memorable moments in radio history such as King Edward VII's abdication speech, the Hindenburg crash and President Roosevelt's "Day of Infamy" address.

The film shows how radio participates in community life and describes warning services. Donald N. Martin, NAB public relations assistant to the president, was in overall charge of the project. United Press Movietone News produced and Stan Raiff, of the NAB public relations service, was supervisor. NAB members can buy the film for $35 plus shipping charges, or rent it 10 days for $10 plus shipping charges. John F. Meagher, NAB radio vice president, will show the film at all eight NAB fall conferences.

A film presentation including "The House That Television Built" and "E-Motion" was supervised at Biloxi by Television Bureau of Advertising (see page 54).

NAB's TV Code staff produced a 16-minute 'what-not-to-do' film, a fictional dramatic program including such departures from code standards as illicit sex, undue violence, suicide, eye-opening costuming, cruelty to animals, profanity and many types of advertising abuses. Charles S. Cady, NAB assistant code di-
"THE GIANT" MOVES UP TO CAESARS HEAD

- with Maximum Height—2000 Ft. above Average Terrain
- with Maximum Power—100 Kilowatts
- with Increased Coverage in the GREENVILLE-SPARTANBURG-ASHEVILLE MARKET

WFBC-TV has moved its transmitter atop Caesars Head Mountain, where a huge 888-ft. tower gives "The Giant of Southern Skies" a far greater coverage area . . . a greatly expanded market for its advertisers . . . and better reception to additional thousands of viewers in the Station's 4-state coverage area. WFBC-TV's service area is increased by 48% in this move. The tower at Caesars Head is 3,000 ft. above Greenville and Spartanburg, and 1,000 ft. above Asheville. Height above average terrain is now 2,000 ft. (formerly 1,140 ft.). WFBC-TV now has Grade-A coverage in Greenville, Spartanburg and Asheville.

WFBC-TV MARKET DATA
From New Caesars Head Location
(within 100 UV/M Contour)

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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<tr>
<td>Incomes</td>
<td>$3,163,844,000</td>
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<tr>
<td>Retail Sales</td>
<td>$2,337,504,000</td>
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<tr>
<td>Television Homes</td>
<td>523,830</td>
</tr>
</tbody>
</table>

Channel 4
WFBC-TV
Greenville, South Carolina
NBC NETWORK

Ask the Station or WEED About WFBC-TV's "Giant Move Upward"

Let us tell you the advantages of our new Caesars Head location, . . . more viewers, better reception, greater dominance in this great 4-state market in the Southeast.

Represented By WEED TELEVISION CORP.
WBZ-TV 34.0
STATION C: 3.3
RATING:

"GOING MY WAY"
73.1% SHARE
WBZ-TV 34.0
STATION B: 4.5
STATION C: 7.3
RATING:

PARAMOUNT PICTURES

"ROAD TO SINGAPORE"
58.7% SHARE
WBZ-TV 13.7
STATION B: 3.1
STATION C: 4.4
RATING:
RATING POWER-MCA TV

“WAKE ISLAND”
59.0%
WBZ-TV 22.7
STATION C 7.9
RATING**

“THIS GUN FOR HIRE”
57.7%
WBZ-TV 22.7
STATION B 12.6
STATION C 9.7
RATING**

WBZ-TV BOSTON
SEPT. 7 THROUGH 11

*ARB COINCIDENTAL, SEPTEMBER 7, 1:00 PM
**TREND EX RECALL, SEPTEMBER 7, 10-10:30 PM, SEPTEMBER 11, 11:15 PM
AN AGENCY JUNKS 'AUTOMATIC BUYING'

The methods of buying broadcast time are due for a major overhaul, according to William H. Thomas, radio-tv director of Fitzgerald Adv. Agency, New Orleans.

One of the largest agencies in the South, Fitzgerald is developing a new approach to replacing "automatic time buying," he told the opening N A B Fall Conference at its Sept. 19 luncheon in Biloxi Miss.

"The answer to weakness in the use of rating reports can be found in reliance on long-range depth studies of audience composition and habits, with emphasis placed on trends, Mr. Thomas said, outlining the plan taken this year to improve the buying methods.

Fitzgerald first decided to do a depth study on the impact of a weekly strip placed on a southern station. American Research Bureau was asked to re-process its survey figures to show how often people listened to the strip, when they listened, and to break down the audience by age groups and sex.

"We wanted to know if the competition was clobbering us at any point," Mr. Thomas said in explaining the technique. As a result of the trend-depth study the agency dropped the weekly strip and replaced it with two half-hours. "The client was impressed," he said. "We had the answer to the circulation figures that print media always throw at an agency in competition to broadcast sales data."

The agency discussed the technique with other stations carrying the account, asking if they would be willing to pay the cost of ARB breakdowns. All stations agreed to absorb the expense and Fitzgerald now has a fund of helpful information to guide it in efficient purchases of time for the accounts.

Mr. Thomas proposed an overhauling of station merchandising methods, explaining that a lot of station reports on their promotion merely go into the wastebasket. "Why not do actual research on what your advertisers are doing?" he said, "If such activity is handled correctly it will be of such overall value that in certain instances you will get help from us in an advisory and on occasions in a financial capacity."

He contended many stations "are spinning their wheels" by unplanned, sporadic merchandising and promotion. "Agencies and stations are picking out merchandising together," he said.

In discussing schedules, he said, "one of our timebuyers who has been in the midst of several campaigns mentioned that it's very common for schedules to be confirmed with agencies having no resemblance to the order placed."

Mr. Thomas traced 1958 radio-tv advertising trends—spot tv is often on a sold-out basis, including daytime and ID's, spot radio should exceed last year; unsold tv network time is diminishing with unprecedented interest in daytime where rates are attractive; network radio's comeback may be slightly over 1957. He described television as "the No. 1 advertising medium."
YOU NEED TWO GUNS
in Indiana!

To sell Indiana, you need both the 2nd and 3rd ranking markets.

NOW ONE BUY delivers both—
AT A 10% SAVINGS!

Here, where hunting's the hobby, sharpshooting advertisers bag two traditional test markets—Fort Wayne and South Bend-Elkhart—with one combination buy which saves 10%. They thus draw a bead on 340,000 TV homes—a bigger target than T.A.'s 43rd market!* Over 1,688,000 total population—more people than Arizona, Colorado or Nebraska! Effective Buying Income, nearly $3 Billion—and it's yours with just one buy!


call your H-R man now!
oliv, J. Cameron Thompson, chairman of board, NorthWest Bancorporation, Minneapolis; Oct. 28, Washington, Felix W. Coste, vp-marketing director, Coca-Cola Co., New York. Speakers for Milwaukee (Oct. 14) and Boston (Oct. 20) conferences have not been announced.

BPA Announces 10 New Members

Broadcasters Promotion Assn. added 10 new stations during August, giving it a total of nearly 250 members in 35 states, the District of Columbia and in Canada.

Elliott W. Hervey Jr., press and promotion director of ABC Chicago and BPA president, expressed hope that BPA would be represented in all 48 states by the time of the third annual convention-seminar at the Chase Hotel Nov. 16-19. Howard W. Meagle, WWVA Wheeling, W. Va., is working with regional membership chairmen in the current membership drive.

New BPA members are Stan Noyes WOPA Oak Park, Ill.; Bud Wallick, KOLN-TV Lincoln, Neb.; D. J. Mailten, WESH-TV Daytona Beach, Fla.; George C. Biggar, WLKB De Kalb, Ill.; Richard Stahlberger, WCBS New York; James T. Briggs, KWKH Shreveport, La.; Robert Harris, WSTV Steubenville, Ohio; Melvin L. Stone, WLOB Portland, Ore.; Bob Meister, WBAY Green Bay, Wis.; Charles W. Fenton, Canadian Assn. of Radio & Television Broadcasters, Toronto.

50,000 watts
1130 kc.

Facts Of Broadcasting—DETROIT

In the home of the Automobile . . .
where advertising people . . .
know their Market, and . . .
know their Media . . .
as well as their Motor Cars . . .

A top national agency's
1958 radio station
Survey has shown . . .
W-CAR with more automobile advertising than any other
Detroit Area Station.

W-CAR-DETROIT

50,000 watts on 1130 kc.

Ask us or A M Radio Sales for Details

UPCOMING

September

Sept. 26: Washington Assn. of Broadcasters, Winthrop Hotel, Washington, D.C.
Sept. 27: UPI Broadcasters of Illinois, fall meeting, La Salle H. & M., Mt. Hood.
Sept. 27-28: AWRT, southwestern area's fall conference, Western Hills, Fort Worth, Tex.

October

Oct. 3-4: North Dakota Assn. of Broadcasters, Bismarck.
Oct. 3-4: North Dakota AP Broadcasters Assn., annual meeting, Bismarck.
Oct. 3-4: AWRT, national board meeting, Waldorf-Astoria Hotel, New York City.
Oct. 4-7: Texas Assn. of Broadcasters, fall conference, Texas Hotel, Fort Worth.
Oct. 4-7: Central Canada Broadcasters Assn., Alpine Inn, St. Marguerite, Que.
Oct. 5-7: Advertising Federation of America, seventh district convention, Whitley Hotel, Montgomery, Ala.
Oct. 8-10: IRB, Canadian convention, Exhibition Park, Toronto.
Oct. 8: Connecticut AP Broadcasters Assn., annual meeting, Waverly Inn, Chestnut.
Oct. 8-10: AAAA, central region's annual meeting, Drake Hotel, Chicago.
Oct. 11-12: Missouri AP Broadcasters Assn., annual meeting, Jefferson City.
Oct. 14-17: National Assn. of Educational Broadcasters, annual convention, Fontenelle Hotel, Omaha, Neb.
Oct. 15: Massachusetts Assn. of Broadcasters, University Club, Boston.
Oct. 20-24: Society of Motion Picture & Television Engineers, 64th semi-annual convention, Sheraton-Cadillac Hotel, Detroit, Mich.
Oct. 23-25: AAAA, eastern region's annual meeting, Biltmore Hotel, New York City.
Oct. 28-29: Central Canada Broadcasters Assn., Westbury Hotel, Toronto, Ont.

NAB FALL CONFERENCES

Sept. 22-30: Mark Hopkins Hotel, San Francisco.
Oct. 13-14: Schroeder Hotel, Milwaukee.
Oct. 16-17: Radisson Hotel, Minneapolis.
CARE

Meticulous attention to detail... essential in our field, too.

That's why when we submit availabilities, ratings, market data we strive for thoroughness as well as accuracy.

Reputations are built on care. We value ours.

AVERY-KNODEL
INCORPORATED

NEW YORK  ATLANTA  DALLAS  DETROIT  SAN FRANCISCO  LOS ANGELES  CHICAGO  SEATTLE
OVERSIGHT COMMITTEE GETS BACK TO FCC'S BROADCAST DECISIONS

- Pittsburgh ch. 4 grant first on tap at hearing Tuesday
- Harris wants more information on eight remanded cases

The House Legislative Oversight Subcommittee will be back in the broadcast business again this week with public hearings beginning tomorrow (Tuesday) on the Pittsburgh-area television situation.

Originally, five applicants were vying for the coveted facility (Pittsburgh's third commercial vhf). However, by the time the FCC made a final grant, only one applicant remained after a merger between Television City Inc., and the Hearst Corp. (Government, July 29, 1957). The other three applicants withdrew from the race and were paid $50,000 each by the merged firm for "expenses."

WTAE-TV, which was awarded the channel, went on the air Sept. 14. Affiliated with ABC-TV, the station operates with 100 kw visual and 50 kw aural.

A subcommittee source said the congressional investigation is interested in the role played in the case by former FCC Chairman George C. McConnaughey, both before and after he left the Commission. Mr. McConnaughey left the FCC July 1, 1957, and immediately joined into a law partnership in the Sutton, Ohio, office of counsel for TV City Inc. Mr. McConnaughey subsequently discontinued his Washington practice to devote full time to his law partnership in Columbus, Ohio.

Rep. Oren Harris (D-Ark.), chairman, said this week he also would look into the problem of several contested cases remanded to the Commission. At the request of the subcommittee the FCC furnished a list of eight such cases remanded since Jan. 1—some of them in effect telling the Commission to investigate itself, a committee spokesman said. He related that a thorough study had failed to reveal a single statute covering such a situation.

The subcommittee will ask the FCC for recommendations on legislation required to cover such remanded cases. The investigators also are interested in determining what the FCC has done and is doing with the returned grants. However, Rep. Harris stressed, no attempt will be made to go into the merits of any of the cases.

The eight cases—all remanded since Jan. 23 of this year—discussed "briefly" by the Commission in its summary to the committee include (1) an am grant in Bradenton, Fla.; (2) the grant of Miami ch. 10 to North Airlines (remand prompted by disclosures made in earlier subcommittee hearings); (3) authority to ch. 20 WJMR-TV New Orleans for experimental operation on New ch. 12; (4) authorization of a shift in transmitter site by ch. 7 WSPA-TV Spartanburg, S. C. (on the lines of other similar cases); also (5) renewal of license of NBC's WRCV-AM-TV Philadelphia (on a protest raised by Philco Corp., acquired in a swap of the network's stations in Cleveland for Westhouse Broadcasting Co.'s Philadelphia outlets; (6) grant of ch. 13 Indianapolis to Crosley Broadcasting Co. (on a protest lodged by losing applicant WIBC Indian-
apolis); (7) an am grant in Bremerton, Ga. (Carroll Case) (in its remand, the court told the FCC it must consider the effect of competition in making a grant), and (8) the grant of ch. 5 Boston to WHDH-Herald Traveler (the subject of brief committee hearings last spring).

Other applicants for Pittsburgh ch. 4 were Matta Enterprises (WLOA Braddock, Pa.), Wespex Television Inc. and Irwin Community Television Co. Subcommittee investigators Oliver Eastland and Baron Shacklette spent several weeks looking into the case last spring.

Mr. Eastland will lead off Tuesday's hearing with a report on his investigation (Mr. Shacklette has resigned as the committee's chief investigator). Rep. Harris said it has not been determined what other witnesses would be asked to testify following Mr. Eastland.

He did not rule out the possibility that some of the principals in the Pittsburgh proceedings would testify. The chairman said there are no plans for additional testimony from Mr. McConnaughey, who left the FCC three weeks prior to the ch. 4 grant.

In testimony before the subcommittee last spring, Mr. McConnaughey told of having lunch with Earl F. Reed, president and 15% owner of TV City Inc., while the ch. 4 case was before the Commission (Government, April 7). He said he changed the subject of conversation from the contest "as soon as possible."

When the subcommittee announced its schedule of interim hearings last month, it was not expected to reach FCC matters until November (Closed Circuit, Sept. 8). However, matters concerning the Securities & Exchange Commission were disposed of in hearings last week, leaving this week open for the FCC. The sessions will be held in the Public Works Committee hearing room in Room 1304 of the New House Office Bldg.

New Orleans Ch. 12 Applicants Still Stymied on Antenna Rules

Applicants for ch. 12 New Orleans found themselves stymied last week when the FCC denied a joint petition by Oklahoma Television Corp. and Coastal Television Corp. for permission to site their proposed antennas at less than the required maximum distances from co-channel and adjacent channel stations.

The denial leaves the two applicants at the mercy of a ruling by the Washington Airspace Panel setting an antenna taller than 308 ft. above mean sea level in a narrow segment southeast of New Orleans, which the applicants say would not deliver a city-grade signal to all of New Orleans, as required by FCC regulations.

The applicants originally had asked Airspace for approval of antennas ranging from 1,300-1,500 ft. above sea level using full powers in the area to which the applicants were remanded because of the television separation maximums. Airspace turned down these requests in December 1957, suggesting a 308-ft. height in that sector, or a taller tower in the New Orleans "antenna farm" (east-southeast of New Orleans).

The applicants asked the FCC to approve this site with 500-ft. antennas, even though it would be almost 30 miles short of the required 190-mile co-channel separation, and about 4.5 miles short of the required 60-mile adjacent channel separation. It was this request that the Commission denied last week.

Objecting to any waiver of mileage require-
ments were ch. 12 WTVJ (TV) Jackson, Miss., the FCC's Broadcast Bureau and the Assn. of Maximum Service Tele-
casters.

In other actions in the New Orleans ch. 12 case, the Commission denied a petition by WJMR-TV New Orleans for permission to change from ch. 20 to ch. 12 and a joint petition by WJMR-TV and Oklahoma Television Corp. to defer action on the application of St. Anthony Television Corp. for ch. 11 in Houma, La. The 60-mile adjacent channel separation factor for New Orleans' ch. 12 grantee must be figured from the proposed ch. 11 Houma site.

Amortization of TV Film Costs Discussed in Talks With IRS

A group representing the Alliance of Independent TV Producers has met with Internal Revenue Service officials to discuss tax problems connected with film making for television. The meeting took place Sept. 9 with Harold T. Swartz, director of the IRS' tax ruling division.

The IRS has already conferred with CBS tax experts, it was understood, and has scheduled a meeting with Screen Gems Inc. officials.

The major question is whether tv film costs should be amortized over a period of years or whether the present practice of cost-recovery should be continued. Under the cost-recovery practice, a film producer reports no income until after the costs of the film are met through rentals. Theatrical film producers use a two-year amortization period.

The meetings have been for the purpose of exploring various facets of the problem and the gathering of information for IRS consideration.

Last July, IRS issued a public notice asking for comments on this question (Government, July 28).

Representing the Alliance at last week's meeting were Maurice Morton, McCadden Productions (who is president of the tv-film organization); Dean F. Johnson, Los Angeles attorney (general counsel to the Alliance); Robert A. Schulman, Washington tax counsel; William Miller, Los Angeles accountant; Julius Lefkovitz, New York accountant, and Adrian W. Dewind, New York attorney.
Weather is news in Eastern Iowa, where frost bites bank accounts as well as fingers, and snow clogs feeding troughs as well as roads. "Rain by afternoon" means send the kids to the morning school bus complete with rain gear . . . and make hay in the north forty while the WMT stations shine.

Our recently completed Collins weather radar installation permits WMT-TV camera viewing of storms in the making; in addition, it permits continual monitoring of the weather situation by weather-trained staffers. A direct wire to the Des Moines Weather Bureau serves us and our audiences with complete information on all conditions important to Eastern Iowans. We subscribe to a private weather reporting service whose details are WMTeed six times a day, seven days a week. Special news correspondents throughout Iowa (more than a hundred) frequently call in important or unusual weather news. Three wire services and two picture services provide our News Center with complete national and international coverage which of course includes weather.

Weather reporting is one of the reasons for WMT-TV's dominance of three of Iowa's six largest cities, plus coverage of well over half the tv families in Iowa—and one of the reasons that WMT Radio averages more audience than the combined total of all other radio stations located in our Pulse area.

The WMT Stations
*CBS Radio and Television for Eastern Iowa*
Mail Address: Cedar Rapids
*National Representatives: The Katz Agency*
IKE CONSIDERS SPECTRUM STUDY

The thorny problem of frequency spectrum allocation—involving civilian-military use and what to do about divided control—is being given the highest level consideration by the President and his cabinet.

It was ascertained authoritatively last week that President Eisenhower had the allocations issue presented to the cabinet prior to his Newport vacation. It was at this meeting that the decision presumably was reached to appoint a five-man presidential commission to undertake a spectrum analysis, along with recommendations as to a solution of the divided control problem.

Under existing law, the President allocates spectrum space to government services, with the military the preponderant user, while the FCC handles all other allocations. The only coordination between the two is through the Interdepartmental Radio Advisory Committee, made up entirely of government personnel and dominated by the military.

Simultaneously, the board of the Electronic Industries Assn., meeting in San Francisco last week, adopted a resolution affirming its previous position advocating a study of the radio spectrum and the appointment of a commission to do so. The board instructed its Special Spectrum Study Committee to notify all federal agencies of its resolution. This committee is chair- manned by H. Leslie Hoffman, Hoffman Electronics Inc., Los Angeles, and a former EIA president.

It was learned that the spectrum committee had met with representatives of the broadcast industry earlier in the week to exchange views. Representing broadcasters were Thad H. Brown and A. Prose Walker, William Lodge, CBS; Philip Siling, NBC-RCA, and Harry Jacobs, ABC.

Although EIA made no reference to just how the study should be made, or who should appoint a commission, it feels that a study should be initiated under any auspices, David R. Hull, EIA president said last week. He said the meeting with broadcast representatives would be imposed on the general level-man presidential commission.

The study, if it is ever undertaken, would be made no within the next fortnight, there developed last weekend the report that no formal announcement of action would be made. Instead there was the view from usual well-informed quarters that the President would designate a committee of both civilian and military experts to conduct a study and submit recommendations to the President within six months.

Presumably the latter approach would placate Congress, which had manifested interest in an overall spectrum study and which feels that allocations constitute a legitimate rather than an executive problem.

The Potter Resolution was killed in the House largely because of protests from television broadcasters after the measure had been radically revised to shift the study from a pure analysis of usage to one going into the administration of the spectrum and with emphasis on use being made by private rather than government agencies. The military had strenuously opposed the Potter Resolution in its original form but offered no objection to the revised measure, amendments to which were suggested by the Office of Civil Defense and Mobilization with the endorsement of President Eisenhower [GOVERNMENT, Aug. 4].

It is expected that the Potter Resolution will be revived at the new session of Congress convening in January. This may be in amended form. Suggestions that the study be undertaken by a joint congressional committee, because of its importance, have been well received by members of both Senate and House identified with communications legislation.

"You Keep Saturday For Sunday?"

... That's a question often asked of Seventh-day Adventists because they observe the seventh day of the week, Saturday, as the Christian Sabbath, or the Lord's Day.

To help you in interpreting this practice to your listeners on occasion, here are some useful facts:

1. Adventists do not observe the Sabbath "in place of Sunday" but rather as "the original," following what they believe to be the example and precept of Christ and the apostles. It is also the specific admonition of the fourth commandment, was instituted in the beginning as a memorial of God's creatorship of this world.

2. Adventists point out that Sunday observance became a church practice only after apostolic times, and thus has the sanction of tradition but not of Scripture.

3. Adventists sincerely respect the right of others to choose to observe Sunday, asking only that this religious practice not be imposed on the general community by law or economic pressures.

4. Observed from sunset Friday to sunset Saturday, the Sabbath involves more than church attendance. All its hours are reserved for Christian devotion and service, laying routine employment aside.

5. Emphasizing obedience to divine law as the result of divine grace in the heart, observance of the Sabbath is a weekly reminder of essential attributes of good citizenship—respect for law and order, dedication to the service of fellow man and God.

For a free booklet entitled "You Keep Saturday for Sunday," or for other information about Seventh-day Adventists, write:

Seventh-day Adventist Information Services

World Headquarters: Washington 12, D. C.

Randolph 3-0800 • H. B. Weeks

New York Office: 227 W. 46th Street

Judson 6-2336 • Helen F. Smith

Page 66 • September 22, 1958
YOU'RE ONLY HALF-COVERED IN NEBRASKA IF YOU DON'T USE KOLN-TV!

LINCOLN A-Z ARB SURVEY JANUARY, 1958

<table>
<thead>
<tr>
<th></th>
<th>Viewed Most Before 6:00 P.M.</th>
<th>Viewed Most After 6:00 P.M.</th>
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<td>KOLN-TV</td>
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<td>Station C</td>
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<td>13</td>
</tr>
<tr>
<td>Station D</td>
<td>4</td>
<td>9</td>
</tr>
</tbody>
</table>

Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

No matter how you slice it in Nebraska, you'll still come up with only two big TV markets. One is Omaha, the other is Lincoln-Land.

To cover Omaha, obviously, you need an Omaha TV station. To cover Lincoln-Land — 222,397 TV families and 69 counties — you need KOLN-TV. No other station fully covers the area.

Ask Avery-Knodel for all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

The Fetzer Stations

KOLN-AM-FM — GRAND RAPIDS-KALAMAZOO
WKZO-Radio — Kalamazoo-Battle Creek
WNEI-Radio — Grand Rapids
WUOM-Radio — GRAND RAPIDS-KALAMAZOO
MMTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMRD-Radio — FLORENCE, ILLINOIS
WMBD-TV — FLORENCE, ILLINOIS

KOLN-TV CHANNEL 10 • 216,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives
BAKER, PORTER TILT AT HEARING

- Stern bans exchange from ch. 10 rehearing record
- Whiteside set to appear in proceeding's third week

A recriminating G. T. Baker, president of National Airlines, traded verbal blows last Thursday with Paul A. Porter, attorney for Fort Lauderdale's Andar Inc. (WKAT Miami), one of the losers in the Miami ch. 10 hearing and whose affidavit is acknowledged to have triggered the Miami scandal.

The encounter took place when Mr. Porter was cross-examining Mr. Baker in the second week of the remanded trial. Mr. Baker was attempting to elicit from Mr. Porter why he went to see Thurman A. Whiteside, Miami attorney, in an attempt to retain him in the tv case although the FCC record was closed.

Bristling at Mr. Porter's questions, Mr. Baker lashed out by saying he went to see Mr. Whiteside because he couldn't get Mr. Porter. He asserted he thought of Mr. Porter because the Washington lawyer and former FCC chairman had solicited National Airlines' business. When Mr. Porter began to answer, Mr. Baker rushed on saying Mr. Porter had taken him to lunch—at the Colony (Washington) and the Little Palm Club (presumably in Miami).

The by now furious Mr. Porter demanded that Mr. Baker's remarks be "expunged" from the record as "gratuitous and false." Judge Horace Stern, retired Pennsylvania Supreme Court chief justice and presiding at the remanded trial as a special FCC hearing examiner, ordered the remarks stricken from the record.

The flareup occurred within a few minutes after another encounter between the wit- ness and the attorney for WKAT Inc. This was when Mr. Porter read from a state- ment by Sen. George A. Smathers (D-Fla.) to the House Legislative Oversight Commit- tee. This recanted that Mr. Baker had been so "overbearing" in his office that the sen- ator had ordered him to leave.

"That's a lie," Mr. Baker shouted. The National Airlines' president said Sen. Smathers "put out" the statement after he, Mr. Baker, had said that the senator was afraid to appear before the House committee and should resign because of his "conniving" in the Miami ch. 10 case.

Mr. Porter denounced the statement, as "shotgun, blunderbuss dissemination of general rumors." Judge Stern ordered this angry colloquy also stricken from the record.

Mr. Baker was the third of four witnesses for the second week of the Miami ch. 10 rehearing. Earlier in the week Judge Robert H. Anderson and Charles F. Shelden testi- fied.

On Friday, Paul R. Scott, general coun- sel for National Airlines, was scheduled to testify.

The key witness—Thurman A. Whiteside—was scheduled to appear today (Sept. 22) and tomorrow.

The hearings are being held after the Miami ch. 10 case was remanded by the U.S. Court of Appeals to determine whether former Comr. Richard A. Mack should have voted in the final decision and whether there were improprieties by any applicants in making private representations to FCC commissioners.

Mr. Mack resigned after the House com- mittee disclosed that Mr. Whiteside had made loans to Mr. Mack over the years. It was also developed that Mr. Whiteside had been approached by National Airlines, but had refused to become an attorney of record. He had, it was alleged, offered to help Na- tional by seeing his long-time friend, Mr. Mack. It was shown also that Mr. Mack was approached in behalf of Mr. Katzentine.

As the hearings resumed last Tuesday, Judge Stern asked counsel what their feel- ings were about his relationship to Henry J. Whiteside, vice president and general counsel of Pan American World Airways. Pan American and National Airlines an- nounced a stock exchange transaction two weeks ago and the fact that Mr. Friendly was Judge Stern's son-in-law had been formally made part of the record [GOVERN- MEKT, Sept. 15].

Edgar W. Holtz, associate FCC general counsel, read a statement in behalf of all counsel and parties entering Judge Stern to continue and expressing the "most com- plete confidence" in the judge's integrity. Visibly moved, Judge Stern acquiesced.

Judge Anderson testified that he had been asked by his law partner, Mr. Scott, to recommend a Miami lawyer who knew Mr. Mack. Judge Anderson (he is now judge of the Dade County circuit court), said he suggested Mr. Whiteside. Mr. Anderson said Mr. Scott told him that other applicants, notably Mr. Katzentine, were trying to bring political pressures to bear. The Miami judge said he understood that Mr. Whiteside's retainer was to be in the form of a "defensive" move. He said he was in- formed that Mr. Whiteside declared he could not serve as council of record, but that he would be glad to do anything he could out of friendship for Judge Anderson.

Judge Anderson also said he had the impression that it was not improper for a third party to see an administrative agency commissioner.

Mr. Shelden, a Miami insurance execu- tive, told the story as he knew it of Mr. Mack's one-sixth interest in the Stember- Shelden Insurance Agency. This came about in 1954, Mr. Shelden testified, when the G. C. Stember agency was merged with Mr. Shelden's firm. The Stember firm was controlled by Mr. Whiteside, he said—who owned one-third of it outright and was trustee for the other two-thirds. After the merger, the Stember-Shelden firm was owned by Mr. Shelden, Mr. Whiteside and W. Y. Stembler, son of the deceased G. C. Stember. However, one-half of W. Y. Stember's stock was owned by Mr. Mack, Mr. Shelden said.

He also recounted that disbursements amounting to over $10,000 had been paid to Mr. Mack on orders of Mr. Whiteside. Mr. Whiteside controlled certain accounts, Mr. Shelden said, and instructed that 50% of the commission on these accounts be paid to Mr. Mack.

Later on Andar Inc. was established, with Mr. Mack as sole stockholder. The money was therefore sent directly to Mr. Mack were transmitted to Andar Inc., Mr. Shelden said.

At one point, when asked what benefit Mr. Mack brought to the firm, Mr. Shelden said he helped bring some accounts in. He also stated that there was talk then of some day running Mr. Mack for governor of Florida.

Mr. Shelden also testified that when Mr. Whiteside entered his firm, Mr. Katzentine threatened to cancel his business insurance with Mr. Whiteside on the ground that Mr. Whiteside was interfering on Na- tional Airlines' behalf in the Miami ch. 10 case. Mr. Shelden said he told Mr. White- side this and Mr. Whiteside told him to "mind your own business." Mr. Katzentine subsequently canceled his insurance with the Shelden firm.

Mr. Shelden said he had a hazy recollection that he had arranged a luncheon for himself, Mr. Whiteside and Mr. Baker at the Miami Club in Miami. He said he had searched the guest list of the club and had failed to find any signatures indicating that the luncheon had taken place.

During cross-examination, Mr. Shelden professed that his company's books were in the hands of the grand jury and im- pounded by the court. Robert A. Bicks, Dept. of Justice representative at the hear- ing, informed the presiding officer that Mr. Shelden had made copies of this material. Mr. Shelden acknowledged that this was so.

At the present time the Stember-Shelden agency carries the National Airlines' tv station insurance, amounting to about $15,000 yearly in premiums. Mr. Shelden ex- plained that he was a close friend of Mr. Baker and that he had bid against and "beaten" other insurance agents for the business.

Mr. Baker, an impatient and brusque witness, testified that Mr. Scott suggested that National Airlines employ a local at- torney to lend "local flavor" to its applica- tion and so Mr. Mack was known that "we're all right people." Mr. Scott reported that Judge Anderson recommended Mr. Whiteside, Mr. Baker stated, and when Mr. Scott reported that Mr. Whiteside declined to become associated, that he himself went to see the Miami attorney. Mr. Whiteside said he was too busy. Mr. Baker said, and that was the end of that as far as he (Mr. Baker) was con- cerned. He added that he didn't know "Mack from Adam."

Faced with the purported offer of Mr. Whiteside to help, Mr. Baker said he brushed off this offer. "I've been told by thousands of Florida folks that they'll help, but they never do. They hide behind stumps ...", Mr. Baker interjected. Any- thing Mr. Whiteside did, Mr. Baker said, he did on his own, not at National's direction. Mr. Baker emphatically refused to agree that he had had lunch with Mr. Whiteside and Mr. Shelden at the Miami Club.

Mr. Baker expressed surprise when shown...
a handwritten note from a Paul Goldsborough, then with Aeronautical Radio Inc., to former Comr. Edward M. Webster, praising Mr. Baker and National and urging consideration for National's application. He said he had not known about this. The letter bore a penciled notation that it had been associated with the public docket in the case.

Another wrangle developed among attorneys when Mr. Porter, A. Harry Becker, representing North Dakoda Video Inc., and Paul M. Segal, representing L. B. Wilson Inc., urged that a "Fact Sheet" issued by Communications Counselors Inc., a McCann-Erickson public relations subsidiary, be placed in the record and that its distribution be also placed on record. Norman A. Jorgensen, attorney for National Airlines, objected. Mr. Baker said McCann-Erickson handled National Airlines' publicity, but said he knew nothing about the so-called "Fact Sheet." Judge Stern ruled that the matter was not relevant to the issues in the case.

Two Terre Haute Applications Put in Consolidated Hearing

The existing license of an Indiana television station was designated by the FCC last week for consolidated hearing along with a new application for the station's ch. 10 facility.

Both WTHI-TV Terre Haute, Ind., and Livsey Broadcasting Co., the new applicant, waived their right to object to each other's applications so the hearing may be expedited.

WTHI-TV, although now on ch. 10, is an applicant for Terre Haute ch. 2 in contest with Illiana Telecasting Corp. The FCC several times has continued proceedings in the ch. 2 contest at the joint requests of WTHI-TV and Illiana while the two discussed such things as the possibility of a merger for operation of ch. 2, the effect of the Livsey application for ch. 10 on both ch. 2 contestants and the fact that Illiana, according to the latest request made Sept. 2, is considering amending to specify another channel instead of ch. 2.

J. R. Livsey, president of WLBH-AM-FM Mattoon and WHOW Clinton, both Illinois, and other principals in the stations, are principals in Livsey Broadcasting.

1550 kc Applicant Asks Hearing

Mitchell Melof last Monday asked the FCC to set a comparative hearing for the application on 1550 kc, which he is applying for at Smyrna, Ga. (1550 kc, 10 kw day), with the pending, uncontested application of Robert A. Corley for 1570 kc, 1 kw, at College Park, Ga.

Mr. Melof said the FCC effective last week (Sept. 15) lifted the ban on Class II stations on 1550 kc after nearly eight years during which it has been considering the Daytime Skywave proceedings. Since interference will result from grants both to him and to Mr. Corley, Mr. Melof said, he feels the FCC's regular cutoff date should not be applied to the Corley application because of the lifting of the FCC ban on Class II stations.

WAKR Akron Denies Rival Outlets' Charge

WAKR Akron last week formerly replied to charges by competitors WCUE and WADC Akron that WAKR used the columns of the Akron Beacon Journal, with which it is affiliated, to circulate "false and misleading information" about its listenership in comparison with other Akron stations [stations, Sept. 15, 8]. Charges made to the FCC by WCUE and WADC "are entirely unfounded and are in no way substantiated by the true facts," WAKR told the Commission.

The WAKR reply followed a third and similar complaint to the FCC by WHKK Akron.

WAKR said the controversial report on WAKR audience in the Beacon Journal was "basically correct" and charges that the station received favorable treatment from the newspaper "are entirely unfounded." The station merely reported WAKR's "recently announced lead in share of audience in the nation, also on its popularity in Akron, as shown by the latest Pulse and Hooper surveys," WAKR said.

WAKR said if the complaining stations feel "disparagement," it's from the "leading position of WAKR" as shown by rating service surveys. The station acknowledged that the newspaper writer inadvertently misinterpreted a "small portion" of the survey data and that a Nielsen survey was erroneously included as a statistical source when it should not have been. The Beacon Journal ran a correction two days later, WAKR said.

Charges that the Beacon Journal uses its facilities to promote WAKR are "untrue and unfounded," WAKR said, and although the Beacon Journal owns stock in WAKR, it is a minority holding, and the newspaper in no way controls WAKR, the station said.

WAKR questioned the "good faith" of the WCUE and WADC complaints, saying they were publicized before they were received by the FCC, and said there is also a question of whether the two stations are trying to create doubt about the Hooper and Pulse surveys.

WAKR submitted what it claimed to be transcripts from announcements on WCUE which were "damaging" to WAKR and the survey companies. The station charged WCUE with circulating "falsified" facts to advertisers and listeners on its audience.

WAKR also enclosed reproductions of letters from Pulse stating that the station had the highest share-of-audience for Monday-Friday in the top 50 markets; a higher share of audience from 6 a.m. to midnight than all other Akron stations combined, and the largest adult audience of Akron radio stations. A similar Hooper letter claimed a special June survey showed WAKR with 53% of the audience from 7 a.m.-10:30 p.m. and 80% of the audience during one early morning newscast in the 6:30-7 a.m. Monday-Friday period. The Hooper letter also claimed WAKR had a higher share of audience Monday-Friday from 7 a.m.-noon, noon-6 p.m. and 6-10:30 p.m. than the other three Akron stations combined.

WAKR President S. Bernard Berk also took notice of WHKK's complaint, charging the WHKK letter was written after the newspaper had corrected its story and that WHKK must have known of the corrected article.

WHKK in its complaint said WAKR and the Beacon Journal share equally in promoting "false and misleading information" and questioned whether WAKR, by thus "derogating" the three other Akron stations, "is operating in the public interest by doing so." WHKK, in a letter to Hooper, pointed out what it felt were "deliberate" falsities of Hooper data and demanded that Hooper "indicate the falsity of the WAKR claims, and their misuse of your service."

FCC Employees Given Awards

For Sleuthing Sputnik Hoax

Six FCC employees in the Los Angeles area have received citations and cash from the government for their work in locating a hidden transmitter which three men used to perpetrate a hoax last December.

The transmitter was on the same frequency as that occupied by a Russian spunik and messages were transmitted which were claimed to be from the satellite. The men spent "every waking hour" during the Christmas holidays monitoring the transmitter and finally located it in nearby Angeles National Forest. Three electronics engineers operating it were arrested and fined.

The FCC men honored: Bernard H. Linden, engineer in charge of the 11th FCC District; Robert J. Stratton, assistant engineer in charge; Walter W. Wallace, John P. Kemper and Harry F. Barnard, electronics engineers, and George E. Dillon, engineering aide at the FCC's Santa Ana monitoring station.

Tv Cancellation Made Final

The FCC last week gave notice that a June 26 initial decision—denying Wrather-Alvarez Broadcasting Inc. (now Marietta Investment Corp.) extension of time to construct KYAT (TV) Yuma, Ariz. (ch. 13)—became effective Aug. 15 under FCC joint initial decision issued by FCC Hearing Examiners James D. Cunningham and Herbert Sharfman [Gov.ment, July 7].

No exceptions were filed to the initial decision and its effect was not delayed, but the FCC did not issue its notice until last week because of the volume of other business to be handled upon its return from August vacation. The hearing examiners had opined that the permittee (which received its construction permit Jan. 25, 1956) appeared to have been engaged in "holding operations" awaiting the outcome of rule-making to move ch. 13 to El Centro, Calif.

WCIA (TV) Cautioned on Opinion

The FCC wrote WCIA (TV) Champaign, Ill., last week that the station violated the Commission's standards for editorializing in reporting on the subscription TV question last January and February. As the FCC has written other TV stations, the station was told that it has not been otherwise remiss and that no action against WCIA is warranted.
Pre-Hearing Findings Questioned by Court

The FCC's post-war policy of determining the financial qualifications of applicants in a comparative case before the hearing was shaken last week in a decision by the U. S. Appeals Court for the District of Columbia which remanded the grant of ch. 13 at Biloxi, Mis., to Radio Associates Inc.

The court agreed with an appeal by the losing applicant for ch. 13, WLOX Biloxi, that a minority stockholder (1½%) in Radio Associates actually is a "principal" in the firm because it is dependent on a loan from him for financing construction and first year's operation. Edward Ball, the stockholder, is a principal, the court said, because he agreed to make the necessary loan for maturity in two years and with 55% of the firm's stock as collateral. Mr. Ball, the court said, not only would be able to dictate the manner of operating the proposed station, but also "can and probably will" gain control of Radio Associates because of the large amount of the loan and the shortness of maturity (two years).

In an unsolicited opinion, the court said the FCC erred in finding Radio Associates financially qualified, even though WLOX neither pointed out nor relied on the error.

The court criticized the FCC's findings, before hearing, that both applicants were financially qualified, and said: "We think the issue should have been added, heard, considered and determined, despite the Commission's prehearing finding that each applicant was financially qualified."

The order added that the FCC made no findings of basic fact from which it concluded Radio Associates was financially qualified. The appeals court decided in a case in 1938 that the FCC should make such findings to enable the reviewing court to determine whether its conclusion is supported sufficiently, the court said, adding: "We should not have to comb the record, as we have done here, to attempt to learn the basic facts." Besides setting aside the FCC's August 1957 grant of ch. 13, the court also set aside the FCC's order of January 1954 finding the applicants financially qualified.

The court decision's immediate effect last week was to raise the question of whether the FCC will have to overhaul its policy of deciding beforehand on legal, financial or technical qualifications to expedite the hearing procedure.

Appeals Backs FCC at Norfolk

The U. S. Court of appeals last week upheld the FCC's grant of ch. 10 in Norfolk, Va., to WAVY-TV, denying an appeal by losing applicant Beachview Broadcasting Corp.

Educators Want Savannah Ch. 9

The Georgia Board of Education last week informed the FCC it is applying for reserved educational ch. 9 at Savannah, specifying a transmitter site 30 miles west and slightly north of the city. The board said the proposed site would conflict with the minimum 190-mile separation requirement v/s-a-v proposals by WRBL-TV (ch. 4) and WTVM (TV) (ch. 28) Columbus, Ga., under an FCC rulemaking now being considered, to operate on chs. 3 and 9, respectively, from a common antenna site.

The board said it is willing to "sit down and discuss" some plan to keep Columbus from being made an all-uhf city.

CRUCIAL DATES

The FCC last week announced the dates which will make up the composite week for its program log analyses for renewal applications of all am, fm and tv stations whose licenses expire in 1959. All dates are in 1958 except Sunday, which is in 1957. Licensees also were reminded that if they may submit additional program data if they wish or if they feel statistics for the FCC composite week do not fairly reflect program service rendered. The dates: Monday, Jan. 20, 1958; Tuesday, March 16, 1958; Wednesday, April 9, 1958; Thursday, May 15, 1958; Friday, July 25, 1958; Saturday, Sept. 13, 1958; Sunday, Nov. 17, 1957.

"JAXIE" WELCOMES PABST BREWING COMPANY TO WFGA-TV

The Pabst Brewing Company has joined the Honor Roll of Prestige Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter million Florida-Georgia TV homes. "Highway Patrol", with Broderick Crawford, is being sponsored by Pabst from 9:00 to 9:30 PM on Wednesdays. This top rated show in prime time—combined with WFGA-TV coverage of 64 counties—provides Pabst Brewing Company with unbeatable selling power.

Better take another look at the highly competitive Jacksonville television market. Jacksonville is no longer a One Station market, and the April, 1958, Pulsar named WFGA-TV Jacksonville's Number One Station. For more information, call Ralph Nimmons in Jacksonville at Elgin 6-3381, or contact your nearest P.G.W. representative. NBC—ABC.

Represented nationally by Peters, Griffin, Woodward, Inc.
"I have but one lamp by which my feet are guided, and that is the lamp of experience."

There can never be another station in Tidewater, Va., with the length of priceless experience that WTAR can give you. For WTAR is the oldest radio station in the nation's oldest state. This is one of the reasons why the voice of WTAR is the most influential voice in Tidewater*. 

Our 35th Anniversary

WTAR
RADIO
790 Kilocycles - CBS Network

*This is a better way to spell it... and sell it—the great Norfolk-Newport News market, largest metro area population in state, 6th in South, 27th in U. S.
RADIO-TV REFORM ON BONN AGENDA

The multi-corporate structure of German radio-tv apparently has given way to intra-state battling for federal support, causing many an anxious moment among Bonn parliamentarians, it has been reported in the West German capital.

The trouble, Bonn says, can be traced to the reorganization under Allied Powers of the former Third Reich broadcasting properties. French officials set up in their zone S.W. German Radio in Baden-Baden; the British in Hamburg established N.W. German Radio which later was split up into N. German Radio (Hamburg) and W. German Radio (Cologne); in Bavaria, the American forces set up Radio Bavaria (Munich) and later the Hessian Network (Frankfurt) and S. German Radio (Stuttgart). Still later, the American occupation enclave in Bremen-Bremervaren turned over Radio Bremen to Bonn; in Berlin, Radio in the American Sector (RIAS) likewise was turned over to German authorities and with the return of the Saar to the W. German government, Radio Saarlend went on the air at Saarbrucken.

After the post-war Wave Length Conference in Copenhagen, these groups were more or less forced to engage in costly uhf development, complicated further still by the introduction of television. The 15 million radio sets in West Germany are distributed among coverage areas this way: W. German, 4.2 million; N. German, 2.9 million; Bavaria, 2.4 million; S.W. German, 1.5 million; Hessian, 1.3 million; S. German, 1.2 million; Berlin, 825,000; Saarland, 250,000, and Bremen, 200,000.

Comments a Bonn official: “In view of the different sizes of broadcasting corporations it is not to be wondered that the smaller among them have for some time now endeavored to obtain subsidies from the larger ones. Such subsidies were, in fact, provided, but proved inadequate, and this is one of the reasons for a growing feeling of the present kind of collaboration among the nine groups.” Not only, says this government spokesman, have the nine organizations failed to integrate radio and tv programming through “adequate coordination and exchange,” but they have failed to provide programming “listeners with high quality demands.”

The dilemma is that the separate German states claim jurisdiction over both “organizational and cultural aspects of broadcasting.” However, the Bonn source notes, there’s a growing feeling that reorganization of broadcasting within the Republic will probably have to be achieved by the present federal parliament, in any case before the summer of 1961.

Frenchmen Hungry for Ty News, Dempsey of KPIX (TV) Reports

Television programming in France is more sophisticated than in America, but Frenchmen are being short-changed on news, William Dempsey, program manager of KPIX (TV) San Francisco, reports on his return from Europe. Mr. Dempsey led a three-man team from KPIX participating in a grass-roots cultural exchange with Radiodiffusion Television Francaise.

Mr. Dempsey observed that French television, “equivalent in scope to one of our major networks,” is noncommercial, being supported solely by an $11 annual set tax. The tax is based on 800,000 licensed tv sets in France—“fewer than in a city the size of St. Louis.” With the tax revenue, RTF telecasts major dramatic shows, panel programs, quizzes, news and sportscasts. Mr. Dempsey found that many French broadcasters believe subscription tv to be the answer to their financial problems. Reporters interviewing him were surprised to learn the failure of the Bartlesville wire tv experiment [PROGRAM SERVICES, May 26].

French tv programming tends toward classical drama, Mr. Dempsey reports, resulting in more sophisticated offerings than found on American channels. But a system whereby Frenchmen can dial a telephone number to hear a sponsored newscapsule, plus the fact that crowds gather around tv sets in appliance stores showing newscasts, leads Mr. Dempsey to the conclusion that French radio-tv is not adequately supplying the public with news.

A French-dubbed episode of Adventures in Numbers and Space from Westinghouse’s public service series featuring Bil Baird’s marionettes was presented to the French and Belgian government-owned tv systems by the KPIX staffs.

Mr. Dempsey was accompanied on his tour by Al Baccari Jr., publicity-public relations director; and Pete Abenheim, children’s talent director.

Total Radio Homes Almost Doubled In 12 Years—Canadian BAB Study

A study of Canadian radio rate and circulation trends on independent radio stations from 1946 to 1958 shows that the number of radio homes has increased in this period from 2,214,300 to 3,955,000. The number of radio stations has increased from 99 to 174. The average cost of one minute spot announcements on all stations has increased from $7.04 to $10.94.

The study, made by the Broadcast Advertising Bureau of the Canadian Association of Radio and Television Broadcasters, has dropped the comparison in rates for one hour (which increased from $60.88 in 1946 to $83.81 in 1957) as an average for all Canadian independent stations. The BAB study now starts with a quarter-hour average for all stations, which this year is $30.14.

Microwave Network Boosts Tv Sets

Extension of the microwave network across Canada on July 1 has boosted sales of television receivers in the Atlantic coast and prairie provinces in recent months. Figures of the Electronic Industries Associa-
The Big difference in Philadelphia radio is TALENT

WPEN PLAYBILL

JACK O'REILLY
5:00-9:00 AM

PAT & JACK
9:00-10:00 AM

RED BENSON
10:00 AM-1:00 PM

MAC McGuire
THE 950 CLUB 1:00-3:00 PM
Sundays 1:00-7:00 PM

LARRY BROWN
THE 950 CLUB 3:00-7:00 PM

BUD BREESE
7:00-11:00 PM

FRANK FORD
11:00 PM-2:00 AM

ART RAYMOND
2:00-5:00 AM

PLAYING DAILY ON WPEN

REPRESENTED NATIONALLY BY GILL Perna, INC.

New York, Chicago, Los Angeles, San Francisco, Boston, Detroit
tion of Canada show that in the first half of the year sales in the four Atlantic coast provinces totaled 12,986 sets compared with 12,389 sets in the same period last year. In the Prairie provinces of Manitoba, Saskatchewan and Alberta, first-half sales totaled 32,744 sets as against 27,206 sets a year earlier.

Total tv sets sold in Canada in the January-June period numbered 159,693 as compared with 164,305 in the 1957 period. In Ontario, sales dropped from 63,869 in the 1957 period to 60,331 this year, and in Quebec to 21,459 from 23,144 in the 1957 period to 19,772 sets in the first half of this year.

Radio set sales dropped from 323,365 units the first half of last year to 289,391 this year.

Canadian Tv Sets Gain on '57

Television receiver sales in Canada are increasing, being almost equal in the first seven months of this year compared to last year. In the January-July 1958 period, the Electronic Industries Assn. of Canada, reports sales of 191,884 sets, compared with 194,155 in the same period last year. July sales were up this year, 27,477 sets as against 23,483 a year earlier.

Of total sales, Ontario accounted for 73,228 sets in the first seven months of the year, Quebec province 48,075 sets, Alberta 15,577, British Columbia 15,967, Manitoba 12,593, Saskatchewan 9,885, Nova Scotia 8,781, New Brunswick-Prince Edward Island 6,361 and Newfoundland 1,817 sets.

In the first seven months of 1958 a total of 269,956 radio receivers were sold, compared with 293,261 in the same period last year.

CBC, Union Make Interim Pact

Canadian Broadcasting Corp. and the Canadian Council of Authors and Artists (CCAA) averted a strike Sept. 14 with an agreement to study for six months a union request for Canadian underwriters when CBC hires non-Canadian star performers. Negotiations were opened last year ago, in the face of a plan of "feather-bedding" but was trying to establish in tv "a recognized theatrical practice."

A joint committee is being set up to "explore all aspects of greater encouragement and development of Canadian performers and writers." CBC and the union have agreed to extend the present agreement to Oct. 14 to allow for membership ratification of new agreement.

New Winnipeg Tv Station Sought

Clifford Sifton, Toronto lawyer and owner of CKRC Winnipeg, Man., and CKCK Regina, Sask., and the daily Regina Leader-Post, along with 13 other western Canadian businessmen has formed Red River Television Assn. to apply for a television station license at Winnipeg. There is only one tv station at present at Winnipeg, CBWT (TV) owned by the government's Canadian Broadcasting Corp. The group is understood to be ready to raise $1.5 million to finance a station and has acquired 170-acre site close to the city limits for a transmitter. Among the group are William A. Speers, manager of CKRC Winnipeg, Victor Sifton, publisher of the daily Winnipeg Free Press, and Philip A. Chester, managing director of the Hudson's Bay Co., oldest concern in Canada founded in 1672.

U.S. Representation Increasing In CARTB-Franchised Agencies

A total of 90 advertising agencies have been franchised to do national business with Canadian radio and television stations for the fiscal year ending May 31, 1959, by the Canadian Assn. of Radio and Television Broadcasters, Ottawa. Of the franchised agencies, 15 are Canadian offices of United States advertising agencies. The number of such agencies with offices in Canada has been growing. Those franchised to date do not account for all U.S. agencies with offices in Canada.

U.S. agencies, with offices in Canada, franchised by the CARTB are: Atherton & Currier Inc., Toronto; BBDO Inc., Toronto; Leo Burnett Co. of Canada Ltd., Toronto; Dancer-Fitzgerald-Sample Adv. (Canada) Ltd., Toronto; Ellis Adv. Co., Toronto; Foote, Cone & Belding Canada Ltd., Toronto; Canadian Broadcasting Assn. Ltd., Toronto; Toronto; Canad. Ltd., Toronto; Kenyon & Eckhardt Ltd., Toronto and Montreal; McCann-Erickson (Canada) Ltd., Montreal and Toronto; Robert Otto & Co. (Canada) Ltd., Toronto; Ross Roy of Canada Ltd., Windsor, Ont.; J. Walter Thompson Co. Ltd., Toronto and Montreal; Bofor-Rubcic Ltd. Toronto and Montreal; Needham, Louis & Broby of Canada Ltd., Toronto; and Erwin Wages, Ruthrauff & Ryan Ltd., Toronto.

INTERNATIONAL SHORTS

Northern Broadcasting Ltd., Toronto, has shifted from 44 King St. W. to 160 Bay St.

VOCM St. John's, Nfld., has increased power from 1 kw to 10 kw.

CKDH Amherst, N. S., has appointed Jos. A. Hardy & Co. Ltd., and Toronto and Montreal.

CFCL-TV2 Elk Lake, Ont., went into service in mid-August as satellite of CFCL-TV Timmins, Ont. Station is licensed for 3.52 kw video and 1.76 kw audio power on channel 2. Antenna is eight element Andrews antenna mounted on 400 foot tower. Station has sweeping mine town of Elk Lake, Haileybury, New Liskeard and Cobalt in northern Ontario.

Canadian Westinghouse Ltd., Hamilton, Ont., has appointed McCann-Erickson (Canada) Ltd., Toronto, Ont., to handle its television advertising replacing S. W. Caldwell well Ltd., Toronto.

ELWA Monrovia, Liberia, is recipient of an HF-50 50 kw high frequency transmitter purchased from Gates Radio Co., Quincy, Ill. Completing negotiations with Stan Whitman, Gates sales representative, was Rev. A. G. Thiessen, deputation secretary for ELWA as non-denominational missionary Sudan Interior Mission, which operates station.

MANUFACTURING

Television-Radio Set Output Continues Below 1957—EIA

Production of tv and radio sets at factories continues to run below 1957 figures, according to reports of the Electronic Industries Assn.

Total tv production for the six months of 1958 amounted to 2,442,929 receivers compared to 3,082,799 a year ago. July tv output totaled 274,999 sets compared to 360,660 in the same 1957 month.

Of the tv sets produced this year, 232,931 contained uhf tuning circuits compared to 150,072 with uhf radio in a seven months a year ago. July's tv output included 23,205 sets with uhf tuners.

Radio production totaled 5,582,834 in the first seven months of 1958 compared to 7,799,882 in the same period last year. Of the 1958 radios, 1,650,898 were auto radio, as compared to radio output totaled 621,541 sets of which 186,379 were auto models. Radio production in July 1957 totaled 612,588 sets of which 256,279 were auto models.

July radio output included 11,816 radios with fm tuning, EIA said in announcing a new statistical service by its marketing research department. Production of radio receivers after World War II, were discontinued several years ago. They have been resumed to meet many requests for information on fm production. EIA plans to release fm production data back to Jan. 1, 1958, with-in a month.

Shipments of tv receivers by manufacturers in July exceeded those of the previous month, but fell below those of July last year. Total shipment for the first seven months of this year was less than that for the same period last year. EIA's shipment totals: 334,200 sets this July; 220,512 this June; 235,188 sets in the first seven months this year; 2,969,251 the same period last year.

Retail sales of tv sets totaled 279,010 units in July compared to 426,334 in July 1957. Seven-month tv sales totaled 2,456,662 sets compared to 3,236,737 in the same period last year. Auto radio sales (not including auto models) totaled 488,495 in July compared to 597,484 a year ago; 3-452,833 in seven months of 1958 compared to 4,236,453 in the same 1957 period.

Sarnoff Recovered From Illness

Brig. Gen. David Sarnoff, chairman of the board of RCA, last week was reported recovered from a slight illness, which originated with a cold. It had kept him from his office since his return from a European trip early in September.

RCA Marketing New Transmitters

RCA has announced a pair of new radio broadcast transmitters which "offer high fidelity performance with built-in provision for remote control," according to E. C. Tracy, manager of the RCA broadcast and television equipment department. The 1 kw BTA-1R and the 500 w BTA-500R also feature a "variety of color schemes, simplified one-knob tuning and provision for remote Conelrad switching in conjunc-
here's added insurance for those remote broadcasts . . .
your choice of eight modern and dependable
REMOTE AMPLIFIERS from GATES

complete descriptive information found in new 1958 Gates catalog—page numbers shown below.

1 AUTOMOTE SINGLE CHANNEL REMOTE
AMPLIFIER, page 158. PRICE $195.00
2 M-5530 ALL PURPOSE UTILITY
AMPLIFIER, page 156. PRICE $82.35
3 TWINISTOR 2-CHANNEL REMOTE
AMPLIFIER, page 161. PRICE $199.95
4 MONOMOTE 2-MICROPHONE REMOTE
AMPLIFIER, page 154. PRICE $165.00

5 TRANSMOTE SINGLE CHANNEL REMOTE
AMPLIFIER, page 160. PRICE $145.00
6 UNIMOTE SINGLE CHANNEL REMOTE
AMPLIFIER, page 155. PRICE $105.00
7 BIAMOTE 2-CHANNEL REMOTE
AMPLIFIER, page 153. PRICE $215.00
8 DYNAMOTE 4-CHANNEL REMOTE
AMPLIFIER, page 151. PRICE $359.00

ALL ITEMS IN STOCK FOR IMMEDIATE DELIVERY

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation

OFFICES — NEW YORK — WASHINGTON, D.C. — HOUSTON — ATLANTA
INTERNATIONAL DIV., 13 East 40th St., New York City — In Canada, CANADIAN MARCONI COMPANY
tion with the nation's air alert system, Mr. Tracy reported.

Both transmitters have three-temperature-controlled crystals in the oscillator unit, intended for main, standby and Conelrad use. Mr. Tracy said that both have fewer tubes than forerunners, while maintaining the same power output capability, thus reducing operating and maintenance costs.

**DuMont Cuts Picture Tube Line**

Allen B. DuMont Labs., Clifton, N. J., has "temporarily" stopped production of TV picture tubes for the original equipment market, it has been announced by Board Chairman Allen B. DuMont. The production line, which can turn out 4,000 tubes daily, could be restored to operation within 30 days, he said. DuMont continues to supply about 600 picture tubes daily for the replacement market. DuMont's consumer products division, which had used about 25% of the tube output, was sold last July to Emerson Radio & Phonograph Co.

**Webcor Sales Down $3 Million**

A decrease in both sales and net income for the first six months of 1958 has been reported by Webcor Inc., Chicago-based electronics firm. Sales fell off from $15,638,000 to $12,630,000, and net income from $504,043 (78 cents a share) to $7,917 (or one cent a share on common stock) for the period ended June 30, according to Webcor (tape recorders, phonographs, record players). Webcor blames the dips on "economic conditions of the country and intensive competition."

**MANUFACTURING SHORTS**

CBS Labs has made arrangements to purchase tract of over 12 acres adjoining 11-acre site of new research center on High Ridge Road, Stamford, Conn., according to Dr. Peter G. Goldmark, president.

Sylvania Electric Products Inc. has declared dividend of 50 cents per share on common stock, payable Oct. 1 to stockholders of record at close of business Sept. 10.

Ling Systems Inc. (formerly American Microwave Corp. and Electronic Wire & Cable Co.) has opened new plant at 11949 Vose St., North Hollywood, Calif.

Emerson Radio & Phonograph Corp., and subsidiaries, Jersey City, N. J., has reported consolidated net profit for 39-week period ended August 2, 1958, of $954,214 before provision for federal income tax, equal to 20 cents per share on 1,950,887 shares outstanding. During same period last year firm's consolidated net profit, after provision for federal income taxes, amounted to $54,753 equal to three cents per share.

Magnasync Mfg. Co., North Hollywood, Calif., introduces new Type G-801 Program Equalizer at cost of $159. Instrument requires only 3½ inches of rack space, weighs 6½ lbs.

**EDUCATION**

**Daily Physics Class Announced by NBC-TV**

As part of an effort to improve science education in the country's high schools, NBC-TV will telecast a college course in basic and nuclear physics coast to coast, beginning Oct. 6 (Mon.-Fri., 6:30-7 a.m.), and continuing through June 5.

The course will be offered for credit by more than 300 colleges and universities, and is designed primarily to upgrade the knowledge of current teachers and to instill in the high schools. The project is being jointly sponsored by NBC-TV, the American Assn. of Colleges for Teacher Education, the Ford Foundation and the Fund for the Advancement of Education.

Details of the project were made known at a news conference in New York last Tuesday (Sept. 16). No figures on the overall cost of the project were disclosed. It was revealed that NBC-TV will donate the time; the Ford Foundation and the Fund for the Advancement of Education will underwrite the production costs. Line costs will be defrayed from donations from corporations, including AT&T, International Business Machines Corp., Pittsburgh Plate Glass Co., and United States Steel Corp.

More than 50 NBC-TV stations already have cleared for the program, which is titled *Continental Classroom*, according to Edward Stanley, NBC director of public service. He said approximately 100 stations will present the program. The telecasts will be taped in NBC's New York studios.

It was estimated that the program will provide college credits in physics to about 15,000 high school teachers. It is anticipated that, in addition to teachers in service, the course will be viewed by college students, high school pupils, engineers and others interested in increasing their knowledge of physics.

Dr. Harvey E. White, professor of physics at the U. of California, in Berkeley, will be the principal teacher. Other internationally-known scientists will be invited, and Robert W. Sarnoff, board chairman of NBC, commented that the company is enlisting the NBC Television Network to meet an emergency in American education, the kind of emergency on which our national security may ultimately hinge." He added: "To tackle this job through network television on a continental basis is not just a good way to do it, or even an especially ingenious way. It is the only way."

Mr. Stanley is supervising the project. Dorothy Culbertson will be the producer; Robert Rippen, the associate producer and Martin D. Einhorn, the director.

**Survival Series by NBC, ETRC**

A 10-week TV series, *Ten for Survival*, which will examine the problem of survival in the nuclear age, will be produced by NBC-TV in association with the Educational Television & Radio Center, Ann Arbor, Mich., and carried on interconnected educational stations (Tuesday, 10:30-11 p.m.), starting Oct. 28.

The program will be telecast live to educational outlets over NBC-TV's regular network facilities, carried on many of the network's affiliated stations on a delayed basis. The series is a continuation of the NBC-ETRC project first undertaken in 1957.

**Jones Scheduled to Be Speaker**

At NAEB Convention in Omaha

Merle Jones, president of CBS Television Stations Div., will address the National Assn. of Educational Broadcasters' 35th annual convention in Omaha, it was announced by NAEB.

Plans are being moved forward last week for the convention, to be held at the Hotel Sheraton-Fontenelle, Oct. 14-17. Among additional speakers who have been invited to attend are Donald McGannon, president of Westinghouse Broadcasting Co.; Robert Saudek, Robert Saudek Assoc. and executive producer of Omnibus; Sen. War- ren Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, and C. Scott Fletcher, president, The Fund for Adult Education. Mr. Jones will address a Wednesday (Oct. 15) evening session.

The convention agenda includes radio-TV clinics for broadcast problems, briefing sessions on major radio-TV projects country-wide, discussions of videotape recording, regional and committee meetings, NAEB network tape and kinescope auditions, a tour of Strategic Air Command Headquarters and underground rooms with color TV communications systems at Offutt Air Force Base, broadcast equipment displays and a "What's Your Problem" question-and-answer clinic. NAEB board and various committees will meet in advance of the convention as will affiliates of Educational Television & Radio Center, Ann Arbor, and members of the Assn. for Professional Broadcasting Education and American Women in Radio & Television. Jack McBride, e.tv director, KUON-TV Lincoln, Neb., and NAEB vice president, is convention chairman. Members of the steering committee are Dr. Aldrich Paul, U. of Omaha, and Rev. R. C. Williams, S.J., communications arts director, Creighton U., Omaha.

**Two New Educational Outlets**

Aided by Commercial Brethren

Commercial television is lending a helping hand to two of its educational counterparts, WFKP-TV Louisville, Ky., and WJCT (TV) Jacksonville, Fla.—which began operations this month.

WFKP-TV broadcasts originate from the studios of WAVY-TV Louisville with the help of WAVE-TV production personnel.

WJCT, with a staff of three and only a transmitter and antenna to call its own, utilizes the equipment of WMOR-TV and WFQA-TV, both Jacksonville, even while those commercial stations are on the air. When WMOR-TV is on network or running a film, its studio is available for WJCT.

WFQA-TV arranges to operate with only the main chain during the approximately two hours per day WJCT needs its other film equipment.
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KTVI rate card... your lowest cost per thousand TV buy in St. Louis

Represented nationally by BLAIR-TV

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CHANNEL 2 ST. LOUIS
Bertero Elected NTI President; Glett Promoted to V.P. for TV

John B. Bertero, vice president and general counsel of National Theatres Inc., was elected president and chief executive officer of the company, effective Oct. 1 at a board meeting held Wednesday in Los Angeles. He succeeds Elmer C. Rhoden, who has reached retirement age. Mr. Rhoden becomes chairman of the board. Mr. Bertero, 54, is also president of Fox West Coast Theatres Corp., principal subsidiary of National Theatres.

Charles L. Glett, president of National Television Investments, an NTI subsidiary, was elected vice president of National Theatres in charge of TV operations. The company last spring became owner of WDAF-AM-TV Kansas City and is in the process of acquiring National Telefilm Assoc. [FILM, Aug. 25]. Primarily a holding company, NTI operates the country's second largest theatre chain of 300 theatres, about half of them on the Pacific Coast and the rest in the Rocky Mountain and Midwest areas. It has recently developed a three-panel large screen motion picture process, "Cinemiracle" and is also an investor in Pacific Ocean Park in Santa Monica, Calif.

B. Gerald Cantor, president of the investment banking firm of Cantor, Fitzgerald & Co., was elected chairman of the executive committee. Spencer Leve, Southern California Div. manager, was elected vice president in charge of theatre operations for National Theatres Amusement Co., National Theatres operating subsidiary.

NT board members, in addition to Mssrs. Bertero, Cantor, Glett and Rhoden, are: Samuel Fink, president, Consolidated Builders; Willard W. Keith, president, Marsh & McLennan-Cosgrove & Co., insurance firm; Ulan May, vice president and treasurer; Richard W. Miller, managing partner, William R. Staats & Co., investment firm; Jack M. Ostrow, certified public accountant and attorney; Graham L. Sterling Jr., partner in the legal firm of O'Melveny & Myers.

ABC Film Arm Changes Name

A change in the name of ABC Film Syndication Inc. to ABC Film Inc., effective Sept. 12, was announced by George T. Shupert, president. ABC Films Inc. is a wholly-owned subsidiary of American Broadcasting-Paramount Theatres Inc. The news name is said to reflect the company's expansion into areas other than syndication.

Continental Keeping 'Oakley'

The Continental Baking Co. (Wonder bread, Hostess cake), Rye, N. Y., has renewed the CBS Television Film Sales Annie Oakley, in 76 markets for two years. Contract represents about $3 million in time and talent. Syndication of the program, which now comprises 81 episodes, began in January 1954, was purchased first nationally by Continental in January 1956.

Ziv Reassigns Division Heads, Makes Additions to Sales Staff

An expansion in the sales staff and reassignment of key executives of Ziv Television Programs, New York, were announced last week by Len Firestone, syndication sales manager.

Jerry Kirby, a member of the national sales staff in Chicago, has been promoted to sales manager of the Chicago division of sales syndication; Jack Gregory, sales manager of the eastern division, has been shifted to Los Angeles as head of the western division.

Alan Martini, manager of the western division, has been moved to New York as head of the eastern division and Jack Gainey, a spot sales manager in the eastern division, has been assigned to the western division, Los Angeles, in a similar post.

New staffers include Othur V. Oliver, formerly with the Crosley Broadcasting Co. and Joseph L. Moscati, previously with KYW-TV Cleveland, who have been appointed account executives in the north central division, and Ed Uhler, formerly with Armstrong, Adlem & Montgomery Adv., Philadelphia, who has been appointed account executive in the eastern division.

Harmon-Ticktin to Make 'Bozo'

Larry Harmon-Ted Ticktin Productions Inc., headquartered at California Studios, Hollywood, has scheduled 312 animated cartoons for TV distribution by Reub Kaufman's Jayark Films Corp., New York. Highlighting the series will be "Bozo, the Clown" who was originally portrayed by President, Records, which organization has transferred worldwide rights to the character to Harmon-Ticktin. January 1959 is the target date for beginning to show the first 26 of the six-minute, 35mm, full color Bozo chapters in 50 markets.

FILM SALES

ABC Films has announced sale of The Adventures of Jim Bowie, in 12 new markets, and its package of six J. Arthur Rank features, under the heading of "Special Six," in 13 new markets. Bowie has been purchased by WRVC-TV Philadelphia; KMSP-TV Minneapolis; KBTV (TV) Denver; WBRE-TV Wilkes-Barre, Pa.; KARD-TV Wichita; KOLD-TV Tucson; KLAS-TV Las Vegas; KIWA (TV) Yuma, Ariz.; WEWS (TV) Cleveland; WTVI Baltimore; KCIX (TV) Boise, Idaho; and WDSU-TV New Orleans. "Special Six," has been sold to WAGA-TV Atlanta; WJZ-TV Detroit; WBRE-TV; WDEF-TV Chattanooga; KFRE-TV Fresno, Calif.; KCR-A TV Sacramento; KTTV-TV Springfield, Mo.; KOMO-TV Seattle; WPMY-TV Portland; WHYN-TV Springfield, Mass.; WAGL-TV Lancaster, Pa.; WBEW-TV Buffalo, and WJW-TV Cleveland.

Flamingo Telefilm Sales Inc., N. Y., reports sale of its Sailor of Fortune and Aggie, half-hour tv film series, to Whitehouse Co., Newark, distributor of music records, each for presentation in 75 markets. Agency for
in
SCRANTON-WILKES BARRE
expect
something
more
from
WDAU-TV!

It's a fact...when you buy WDAU-TV, you buy consistent ARB leadership and extraordinary coverage that includes not only Scranton-Wilkes Barre, but in addition, 52 communities, each with a population of 5000 or more!
But there's more to a WDAU-TV buy...not facts which you can measure specifically, but a feeling of community acceptance...for WDAU-TV represents the pulse of Scranton-Wilkes Barre community life.
it's a station image firmly entrenched in the minds of the market's television audience, who look to WDAU-TV for every facet of local activity.
It's the something more that means larger and more attentive audiences...audiences which not only watch, but respond!

WDAU-TV...towering over Northeastern Pennsylvania
CBS-TV in Scranton-Wilkes Barre • Call H-R Television
Look who's advertising on TV now!

Local businessmen—most of whom never could afford spot commercials until the advent of Ampex Videotape Recording. For Videotape cuts production costs to ribbons—brings "live local" spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape Recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Ampex purchase or leasing plans.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAMPS INTERCHANGEABLE • TAMPS ERASABLE, REUSABLE • LOWEST OVERALL COST

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Whitehead is Victor & Richards Adv., N. Y.

National Telefilm Assoc. has sold "Dream Package" of 85 feature films to 18 tv stations. Stations signed include WNAC-TV Boston, WFIL-TV Philadelphia, WISH-TV Indianapolis, WCKT (TV) Miami, WDAF-TV Kansas City, WNHC-TV New Haven, KHQ-TV Spokane, WBNS-TV Columbus, KTNT-TV Tacoma, WDAU-TV Scranton, KPHO-TV Phoenix, KVII (TV) Amarillo, WFBB-TV Altoona, Pa.; WLBR-TV Lebanon, Pa.; WNBV-TV Binghamton, N. Y.; KIVS-TV, Birmingham, Wash.; KGHL-TV Billings, Mont., and KRTV (TV) Great Falls, Mont.

RANDOM SHOTS

CBS-TV and Globe TV Inc., Hollywood, have entered into co-production agreement for half-hour film series, Combat, for 1959 season. Series, which will deal with exploits of infantry sergeant, will be produced, directed and written by Samuel Fuller, president of Globe TV Inc.

Allied Artists Productions Inc., Hollywood, has loaned use of its studios to two tv companies. Advenco will do Bold Venture series and Filmmasters will shoot Have Gun, Will Travel.

Dee-Jay Film Service Corp. has moved into new offices at 408 W. 57th St., New York 19, N. Y. Telephone Circle 5-3684. Company, headed by President Leonard Weiner, specializes in production of motion pictures and film commercials and in editing commercials, industrial films and tv film programs. Dee-Jay and Television Programs of America have dissolved agreements whereby former had handled all staff editorial affairs of TPA, both domestic and foreign, by mutual consent.

Technicolor Inc., N. Y., has announced purchase Burbank (Calif.) and Brooklyn (N. Y.) film laboratories of Warner Bros. Pictures Corp., and will embark for first time on black-and-white processing.

Sandy Howard Productions Inc. (formerly independent motion picture and television producing firm) has established offices at Paramount Sunset lot, 1456 N. Bronson Ave., Hollywood 28. Telephone: Hollywood 2-6282.

Ziv Television Programs, N. Y., reports that Highway Patrol has been renewed in 132 of 197 markets which carried program last season. Regional renewals have been received from Kroger Stores, Weimann Brewing and Household Finance Corp.

The Mirisch Co., independent film production company formed year ago by brothers Harold, Marvin and Walter Mirisch, plans to produce two tv series, Wichita Town, starring Joel McCrea, and The Iron Horseman, created by Leslie Stevens and to be produced in association with Louis Edelman and NBC. Company put six theatrical films into work last year and plans at least five more to begin after first of 1959. Production schedule for year ahead, totaling more than $20 million with two tv series, will go into production in spring for fall telecasting.

L. A. Rejects Pay Tv Plan

The Los Angeles County Board of Supervisors (Sept. 18) rejected the application of Homevision Inc. for a franchise to install a combination closed-circuit pay tv and community antenna system in the Antelope Valley district. The petition was vigorously opposed by representatives of the California Federation of Women's Clubs and the Citizens Committee Against Pay Tv. (Program Services, Sept. 8.) The supervisors, voting down the petition four to one, indicated that they would be receptive to an application for a community antenna service alone, without the toll tv adjunct.

Ruben Agency Enters Packaging

The Ruben Advertising Agency, Indianapolis, last week announced formation of G. A. Ruben Productions which will package radio and tv shows. The new organization's president, Gary Ruben, reported that two shows, a tv news program for children and a radio adventure series with an historical slant, were already sold, with several others in preparation.

We taped the weekend shows

Mr. Ken James, Program Director KENS-TV, San Antonio

"We videotaped the weekend shows on our 'Summer Food Festival,' featuring Connie Cook. Cut down operating costs—featured 'live' guests who would not have been available without Videotape!"
PERSONNEL RELATIONS

N. Y. IBEW REPORT BURNS STAFF

The report of an evaluation committee of Local 1212 of the International Brotherhood of Electric Workers paints a damning picture of the local's administrative staff, blaming it largely for the costly 11-day strike against CBS, and the local's "deteriorating relationship" with CBS, IBEW's international headquarters and with other unions in the broadcast field [PERSONNEL RELATIONS, Sept. 15].

The report, which was approved by the local's membership, places responsibility for the deteriorating relationship with CBS on the local's administrative staff. At one point the report asserted: "Unremitting conflict with the local union administration has made all efforts toward understanding appear hopeless. Sincere efforts in this direction (by CBS) have been persistently frustrated or misconstrued by the local. Your committee feels that considerable further study is needed in this area."

The report claimed that so-called "strike issues" raised by the administration were largely non-existent. It insisted there was little substance to the administration's claim that videotape jurisdiction, overtime refusal, dual operations and the status of the laboratory technicians were valid issues. The report stated that "the sole valid issue was a demand for money . . . and this was never clearly expressed."

On the question of the strike vote, the administration's case was assailed in the report. It claimed that the decision was made "on a questionable strike vote and before the membership was aware negotiations had broken down." On the course of the strike itself the report, point by point, accused the administration of "falling down" with respect to preparation, planning and strategy, public relations and morale, and execution of activities.

The report supported its contention that Local 1212's relationship with the international IBEW is "deteriorating," offering as evidence:

An atmosphere of distrust fostered by the local union. A whole series of I.O. [international] reps used as whipping boys through constant distortions, to suit momentary conveniences." The report lists four international representatives, assigned to work with Local 1212, but who, it was charged, could not work harmoniously with the administrative staff.

Regarding Local 1212's relationship with other unions, authors of the report could find "no other local union favorably disposed to Local 1212" and counted "Seven other local unions individually critical of Local 1212 in the conduct of its affairs."

The report noted that the evaluation committee sought the cooperation of the administration for the project but claimed that its requests for interviews and other information was ignored.

A spot check from a list of 50 unions holding contracts with CBS shows "their business relations with CBS to be either 'good' or the very best of their experience," the report declares.

The report singles out Charles Calame, business manager of Local 1212, for the bulk of its criticism. It was reported last week that various members of the local are considering filing charges with the international against the local administration but no such action was taken at the week's end.

AFM International Board Starts Hearing on Dual Union Charge

A five-man committee of the international executive board of the American Federation of Musicians is to start hearings tomorrow morning (Sept. 23) concerning approximately 100 members of AFM Local 47, Hollywood, charged with becoming members of Musicians Guild of America. Dual unionism, which is prohibited in the AFM constitution and bylaws, carries a penalty of expulsion from the union.

MGA is filing a complaint asking for an injunction to stop AFM from expelling these musicians and from, in any way, interfering with their employment, Cecil F. Read, MGA board chairman, said Thursday. "The basic issue," he said, "is whether AFM can enforce its dual union ban against a member who was forced to join the guild in order to work in motion pictures under a union contract which is valid according to the Taft-Hartley Act. In other words, can one union deny employment opportunities in a field where it has exclusive contracts, as the AFM has in all fields of musical employment except motion pictures, to men who accept employment in another field, in this case motion pictures, under the aegis of another union which has jurisdiction there?"

Thursday (Sept. 18) saw the completion of the NLRB hearing in Los Angeles on the MGA petition for an election to determine bargaining agent for musicians in their employment by independent motion picture producers. AFM, which consented to the election at the major studios won by MGA [AT DEADLINE, July 14], is opposing an election in the independent picture field. Two associations, Society of Independent Motion Picture Producers and Independent Motion Picture Producers Ass'n., and two individual companies, Goldwyn and RKO, are the employers involved, although SIMPP, which is inactive, has attempted to withdraw.

Record of the hearing now goes to NLRB national headquarters in Washington, D. C. If the board rules that an election should be held, then answers must also be provided to such questions as: Should the election be nationwide or should it be restricted to Los Angeles County as was the election for the major studios? What criteria should be set up to determine which musicians shall be eligible to vote? What employers or employer-groups should be included?

SAG Spurned Merger—AFTRA

American Federation of Television & Radio Artists is releasing today (Sept. 22) the contents of a letter sent to its membership, appending them the Screen Actors Guild
"has gone on record as being firmly opposed
to merger with AFTRA in any form."
Signed by Clayton (Bud) Colyer, AFTRA
president, the letter said a letter from SAG
rejected earlier AFTRA proposals but, in
turn, suggested joint negotiation on tape
only. SAG and AFTRA have been at log-
gerheads over videotape commercials. SAG
has obtained jurisdiction over VTR at film
studios, but AFTRA called on the NLRB
several months ago to hold an election
among performers so that they could select
a single union to represent them in tape
(AFTRA holds jurisdiction at networks and
stations). A hearing on AFTRA's petition
is scheduled before the NLRB in New
York Sept. 30.

AFM Allocates $6.2 Million
For Free Trust Fund Concerts
An allocation of $6,225,000 for employ-
ment of musicians in non-profit perform-
ances during the fiscal year ending July 1,
1959, has been made by the American
Federation of Musicians' music perform-
ance funds. Sources and disbursement of
the funds are contained in a report just
issued by Samuel R. Rosenbaum, trustee of
the fund.

Funds were established in the mid-forties,
with makers of recordings contributing to
the AFM's Recording and Transcription
Fund to compensate for loss of live mu-
sician employment that resulted from com-
mercial use of phonograph records. In
1950 and subsequent years, similar agree-
ments were reached covering use of tele-
vision film, including tv jingles and com-
mercials.

All funds received are re-used to pro-
vide live musical services throughout the
U. S., its possessions and Canada. This is
not restricted to AFM musicians.

As of last June 30, there were 988 tele-
vision signatories to the tv trust fund agree-
ments. Record and electrical transcription
makers totalled 3,214.

For the six month period prior to June
30, recording signatories paid $1,987,085.93
to the funds. Tv signatories paid $507,-
30,303,26, bringing the combined total to
$2,494,819.19.

The allocation of $6,225,000 for the
current fiscal year compares with $4,850,-
000 set aside for the fiscal year ended June
30, 1958, and $3,900,000 for the year ended
June 30, 1957.

Keel Put Up for SAG Presidency
Howard Keel, first vice president of
Screen Actors Guild, has been nominated
for the SAG presidency by the official nomi-
ating committee, to succeed Leon Ames
who has declined to run for another term
as president. Other official candidates are:
for first vice president, Macdonald Carey;
second vice president, James Lydon; third
vice president, Rosemary DeCamp; record-
ing secretary, Robert Keith; treasurer,
George Chandler. Miss DeCamp, Mr. Keith
and Mr. Chandler now hold the posts for
which they are nominated for another term.
Election must be held before the SAG an-
nual meeting, some time in November, ac-
cording to the Guild's bylaws.
KFGO Fargo, N. D., is preparing its answer to a political libel suit asking $2.4 million damages on four counts, expected to be filed within two weeks. The station is the second Fargo outlet to be sued by the North Dakota Educational & Farmers Union as a result of statements broadcast in two different campaigns by candidate A. C. Townley.

The Farmers Union suit against KFGO was filed Aug. 29 in the federal court at Bismarck, N. D. It alleges candidate Townley, in political broadcasts over KFGO in April and June, made libelous statements and asked $600,000 in each instance. KFGO asked for and has been given an extension of time in which to file a reply.

Charles Burke, KFGO general manager, said last week that the station did not give Mr. Townley time until he had demanded it under Sec. 315 of the Communications Act. This section requires broadcasters to give all candidates for the same office equal opportunity to use their stations and prohibits broadcasters from censoring a candidate's speech.

WDAY-TV Fargo was sued by the Farmers Union following alleged libelous statements made over the station in the 1956 campaign by Mr. Townley. The North Dakota Supreme Court last April ruled that the station is not liable for statements made over its facilities by the candidate [GOVERNMENT, April 7]. Last month, the union asked the U.S. Supreme Court to review this decision [GOVERNMENT, Aug. 11].

FCC, Justice Want to Know

The FCC and Justice Dept. also have asked the high court to grant a review because "a definitive determination by this court of the meaning and significance of Sec. 315 of the Communications Act ... insofar as it relates to the broadcast of possibly defamatory material by legally qualified candidates for public office will be of great value.

The Justice request for a review continued: "This case squarely presents the questions of whether the statutory prohibition against censorship of use of radio and television broadcast facilities by legally qualified candidates extends to libelous and slanderous language or language which might reasonably be thought to be defamatory and, if so, whether the licensee is thereby rendered immune from liability under applicable state law. Resolution by this court of these questions would dispel the uncertainties which have existed as the result of different interpretations by various state and lower federal courts."

If licensee control over a candidate's statements is not permitted, the pleading stated, "there undoubtedly will be cases such as the instant one in which third parties as well as opposing candidates will suffer from the effect of libelous or slanderous remarks by candidates. . . ."

The union's suit against WDAY-TV went through state courts, while the suit against KFGO was filed in federal court. In both the union claimed that it had been libeled as a third party. The NAB took part in the proceedings before the North Dakota Supreme Court as a friend of the court [TRADE ASSNS., Oct. 7, 1957].

North Dakota has a state law giving stations immunity from libelous or defamatory statements by other than station personnel.

Station Image, Vitality Measured in New Study

John Blair & Co. last week described what it referred to as a new approach to radio station research—exploring people's attitudes toward stations.

A practical application of the approach has been made in Dallas, where Blair has a client station, Gordon McLendon's KLIF.

To obtain a knowledge of the "station image" in people's minds, researchers asked this question: "Here is a list of radio stations and here is another list of people from all walks of life. Would you please match the type of person you think is most likely to listen to each of these stations?" The station list contained the calls of all major Dallas radio stations. The list of "people from all walks of life" contained these descriptions: high school and college students, young housewives, older women, business executives, male workers, female workers.

To obtain a measurement of "station vitality" researchers asked this question: "Here is a list of descriptive terms. Which best fits the following stations?" The terms were: "modern," "lively," "interesting" and "old-fashioned." To obtain a measurement of the "believability" of stations, the researchers asked: "If you heard conflicting accounts of the same news story on different stations, which of the stations would you believe?"

The Dallas survey was conducted by the Eugene Gilbert research organization which employed college professors and postgraduate college students to do the field work. A total of 496 personal interviews was completed. Results were tabulated by sex and age groups. The results, as released last week, showed KLIF outscoring other stations in appeal to virtually all age groups.

Blair officials saw the results as a refutation of charges that "modern radio" stations appeal primarily to the teen-age audience.

John Blair, president of the station rep-
SAYS JOHN D. SILVA, Chief Engineer, KTLA (Paramount Television Productions, Inc.), Hollywood, Cal.:

"G-E camera tubes help us make TV headlines with 20 'remotes' a week!"

"News can break fast, and KTLA is geared to speed. We've started telecasting from the scene of an event in as little as five minutes from the time our mobile unit reached the spot.

"The microwave antenna of our mobile units takes only 15 seconds to elevate. KTLA's picture goes on the air in minutes after we brake to a stop. We couldn't do a fast, sure TV news job like that—many times a day, every day—without reliable camera tubes.

"Besides the fact we can count on them, G-E camera tubes are designed to handle changeable and difficult light conditions. We like the assurance they give us that our viewers are seeing clear pictures with good detail and contrast.

"News coverage is a team job—efficient men, methods, and equipment. G-E camera tubes play a key part in KTLA's mobile work that's broken records for high audience interest."

* * *

Put G-E Broadcast-Designed camera tubes on your own "team"! Your G-E tube distributor stocks them.

Phone him! Distributor Sales, Electronic Components Div., General Electric Co., Owensboro, Ky.

Progress Is Our Most Important Product

GENERAL ELECTRIC
presented reports the scene came known, telephone requests many of the stations, Mr. Nelson said.

PHILADELPHIA—Two widely separated news stories last Monday (Sept. 15) received film coverage by WFTL-TV Philadelphia. Newsreel cameraman Harry Krause was flown 90 miles to film the crash of the New Jersey Central train into Newark Bay after the first report came on the news wire about 10 a.m. His films of the rescue work were flown back to WFTL-TV where Gunnar Back interrupted the local portion of Dick Clark's "American Bandstand" at 3:40 p.m. to show the films. At approxi-
CHANGING HANDS

ANNOUNCED

The following sales of station interests were announced last week. All are subject to FCC approval.

WINN LOUISVILLE, KY. • Sold by Emil J. Arnold, Robert E. Wasdon and Jack Siegel to Glenn A. Harmon, Oldham Clarke, French Eason, Charles M. Wheeler and Jesse L. Chambers for $266,500 plus relief of indebtedness of $74,000. Mr. Harmon already owned 16.6%, now owns 45%. Mr. Eason is Chicago radio sales manager for H-R Reps. WINN is 250 w on 1240 kc.

KCMJ PALM SPRINGS, CALIF. • Sold by David Margolis to KCMJ Inc. (Robert Biashke, president; Louis Wasmer and Cole Wylie, principals) for $250,000. Mr. Margolis sold KRAM Las Vegas, Nev., last month to Misch Ellman for $275,000 [AT DEADLINE, Sept. 1]. KCMJ is 1 kw day, 500 w night, directional day and night, on 1010 kc, and is CBS affiliate. Transaction was handled by Blackburn & Co.

KRON OMAHA, NEB. • Sold by Paul R. Frey and associates to Morton Fleischl and Joseph H. Gratz for $170,000 cash. Mr. Fleischl is former WMCA New York general manager, and Mr. Gratz is a New York advertising executive. KBON is 250 w on 1490 kc. Sale was handled through Blackburn & Co.

WHBG HARRISONBURG, VA. • Sold by Robert C. Currick of WXEX-TV Petersburg, Va., and George O. Griffith, WJAR Providence, R. I., co-owners, to Charles Dillon, vice president of WOLE Washington, D. C., for $80,000. WHBG is 5 kw day on 1360 kc. Sale was handled by Blackburn & Co.

KPKW PASCO, WASH. • Sold by V. B. Kenworthy (owner of KODL The Dalles, Ore.) to Robin Hill and John Wages for $38,500. Mr. Wages former stockholder in KGW Stockton, Calif. KPKW is 250 w on 1340 kc. Sale was handled by Allen Kander & Co.

APPROVED

The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see THE RECORD, page 97.

WIP-AM-FM PHILADELPHIA, PA. • Sold by Philadelphia Broadcasting Co. (Gimbel Bros. department store) to WIP Broadcasting Inc. for $2.5 million. WIP Broadcasting includes Ben Gimbel Jr., 62.5% of Class B stock; Ralph S. Bilderback, 25% of Class B stock; Edward Petry & Co., 9.7% of Class A stock; Bob Hope, 2.4% of Class A stock, and others including former MBS President Armand Hammer and Philadelphia businessmen Robert M. Brown, William L. Butler, John P. Criscione, Ralph Huberman, L. Mr. Gimbel has been president of WIP stations since 1948 and Mr. Bilderback vice president since 1953 [CHANGING HANDS, Aug. 25]. WIP is 5 kw, directional antenna day and night, on 610 kc and is MBS affiliate. WIP-FM is 20 kw on 93.3 mc.

WCHV CHARLOTTESVILLE, VA. • Sold by Charles Barham and wife Emmalou to Nash L. Tatum Jr. for $200,000. Mr. Tatum is an announcer at the station. WCHV is 5 kw day, 1 kw night, on 1260 kc, and is ABC affiliate. Blackburn & Co. handled the sale.

WHLB VIRGINIA, WMFG HIBBING, BOTH MINNESOTA • Sold by Morgan Murphy-Walter C. Bridges interests to Harold J. Parise, general manager of stations, and Frank P. Befera ( vending machines, realty, wholesale merchandising) for $169,000. WHLB is 250 w on 1400 kc and is NBC affiliate; WMFG is 250 w on 1240 kc and is NBC affiliate.

KNXT (TV) Opposes Death Penalty In Its First, Lauded Editorial

The response to the first editorial broadcast of KNXT (TV) Los Angeles gives at least a partial answer to the controversial question of whether editorializing is a proper function of a tv station. Only 25% of the more than 500 U.S. tv stations now broadcast editorials, a broadcasting survey revealed [TRADE ASSNS. Sept. 15].

An editorial in the Los Angeles Times, normally a severe critic of electronic journalism, found the program to be "an achievement of which any journalist could be proud." In a letter to Bill Stout, the program’s narrator, Los Angeles Times Chief Editorial Writer Irving Ramsdell called it "the most impressive performance in electronic journalism I have ever seen."

Entitled “Thou Shalt Not Kill” the broadcast took place on Sept. 10 (10:30-11 p.m.). Written by Irwin Rosten and narrated by KNXT newsman Bill Stout, the special documentary examined capital punishment and concluded that capital punishment should be abolished in California.

By phone and by mail the KNXT audience has responded in the hundreds, and the verdict is overwhelmingly in favor of the broadcast. Among those who expressed approval: Norman Corwin, writer of radio documentaries 15-20 years ago; Robert Guthrie, director of delinquency control at the U. of Southern Calif., and Byron M. Light, associate minister of the First Congregational Church of Riverside, Calif.
WIP Releases 'Search for Peace' As Public Service to Stations

WIP Philadelphia, which has been programming since January a public service series entitled Search for Peace, has announced the availability of 30 programs in the series for use by other radio stations.

The objective of the programming service, according to Benedict Gimbel Jr., president and general manager of WIP, is to start a free interchange of programs between stations. "There are many great programs being created on a local level by outstanding radio stations. These programs must not be confined to the coverage limits of the stations producing them," Mr. Gimbel said.

Search for Peace is a WIP project to further interest in world peace, with a view toward seeking possible solutions. The series includes magazine articles, such as Look magazine's series, "Three Roads to Peace." WIP invited leading thinkers to contribute to its series, as well as accepting articles and suggestions from listeners. Speakers have included mould Toynbee, Rev. Martin Niemoeller, George Fielding Eliot, Pearl Buck and Eugene Lyons. The series has aired the audio portion of Marian Anderson's Asian tour which was shown on Edward R. Murrow's See It Now.

To aid distribution of the programs to other stations WIP received the support of the Junior League of Philadelphia, which has written other Junior Leagues in the U.S. to suggest to their local radio stations that they carry the WIP series. Promotion and publicity kits, and program run-down sheets are sent to each league chapter and to stations requesting information. A new series will be available in the spring, WIP reports.

WIP has received inquiries from Voice of America, WHEL Chicago, WVOS Liberty, N.Y., WRTI Philadelphia and a Melbourne, Australia, independent station inquiring in behalf of 110 stations in that country.

WNEP-TV Picks 'Sweet Sixteens'

WNEP-TV Scranton, Pa., is conducting a contest to select the teenager in its coverage area who most closely resembles the station's "Sweet Sixteen" symbol, a teenager attired in hat and shirtwaist dress holding a hatbox emblazoned with "Channel 16." The first representative contestant was chosen at a teenage dancing party on the roof of the Boston Store in Wilkes-Barre. Representatives will be chosen also from Bloomsburg, Scranton, Carbondale, Berwick, Sunbury, Hazleton and Williamsport, all Pennsylvania. At a later date one girl will be chosen to represent WNEP-TV throughout the year in Pennsylvania.

WHO Spot's Ownership Change

To celebrate its change in ownership WHOO Orlando, Fla., attracted listeners' attention by playing Sheb Wooley's "Monkey Jive" record for 24 hours. The marathon build-up to announce the following day of six different promotions, three new disc jockeys and the station's "New WHOO" programming concept. Listeners were lured by girls who distributed free orchids in downtown Orlando. The station's changes were heralded through newspaper ads, billboards, taxi placards and airplane balloon drops. More than $4,000 in cash prizes was awarded during WHOO's celebration week.

WNBO Points out there are an estimated 100,000 deaf televiewers in northern Illinois and has programmed the newscast at 3:40 p.m. next to NBC-NCAA football, regarded as popular fare for the hard-of-hearing. Newscast will be sponsored by Zenith Radio Corp.'s hearing aid division, through MacFarland, Aveyard & Co., Chicago.

WLS Series Sells Houses on Site

A new approach to merchandising and sale of new homes is claimed in a new daily series, Coffee Klatsch, on WLS Chicago. The program features Cliff Johnson, who originates the broadcasts from various home-building areas of 11 members of the Home Builders Assn., which, along with Culligan Soft Water Service and Joyce Bros. Storage & Van Co. serve as basic sponsors. Mr. Johnson talks with different families, integrating commercials in personal interviews and conversations and donating food prizes and gifts. The program sometimes emanates from his home in River Forest, Ill. Marvin E. Teach Adv. Agency, Oak Park, Ill., which originally pre-tested the project on a group of suburban radio stations, is producer and coordinator of program.

WSPA-TV Films Ga. Murder Case

WSPA-TV Spartanburg, S. C., has presented to its viewers a 30-minute documentary of the James Fulton Foster story, the case of a Greer, S. C., man who was twice sentenced to the electric chair but who won his freedom by the confession of the real slayer of Charles Drake in Georgia.

Entitled "The Valley of the Shadow," the documentary was filmed on location in Jefferson County, Ga., by the WSFA-TV news staff. Scenes included trips to the bush under which the murderer left his torn levis, the roads he traveled with his companion before and after the crime and the river where the weapon was thrown. The film featured an interview with the convicted slayer, Robert (Rocky) Rothschild. During the film showing Aug. 22, the man who was held "in the valley of the shadow" for two years, James Foster, was interviewed by WSPA-TV newsmen. Mrs. Foster and their seven children also were introduced.

WLW Mails 'Key to Barn Door'

WLW Cincinnati is advertising its farm audience coverage with a mailing piece shaped like a doorlock with a gold metal key attached. Above the keyhole is written, "Lock the barn door before the horse is gone!" On the inside of the "barn door" the station reports that "67% of the farmers in the Midwest listen to WLW—four times as much as the next radio station—according to a complete new radio farm survey, which you'll soon receive."

WJW-TV Viewers 'Watch to Win'

In a cash giveaway promotion for home viewers called "Watch and Win," WJW-TV Cleveland, Ohio, is cooperating with the Ice Capades of 1958. The joint stunt, which requires no postcard entries or answers to questions, calls for the viewer to look for his own identification on the screen during
What do the people think ABOUT THE RAILROADS?

Editorial comment in the nation's press serves a dual purpose. It reflects public interest and it stimulates public thinking. On this basis, it can be said Americans are taking a healthy interest in the welfare of the railroads — still the most efficient, economical and dependable form of transportation. From March to June, 1958, 4,537 newspaper editorials discussed various phases of the railroad situation. Here is what they said:

Are railroads overregulated? Are today's regulations outmoded?
Of 1,448 editorials on this subject, 1,434, or 99% — said, "Yes!"
14 editorials, or 1%, said, "No."

* Does subsidized competition place an unfair burden on the railroads?
Of 522 editorials on this subject, 509, or 96% — said, "Yes!"
13 editorials, or 2%, said, "No."

* Are the railroads unfairly taxed?
Of 608 editorials on this subject, 603, or 99% — said, "Yes!"
3 editorials said, "No." 2 editorials said, "Don't know."

* Should the railroads be free to dispense with deficit operations?
Of 1,301 editorials on this subject, 1,151, or 89% — said, "Yes!"
111 editorials, or 8.5%, said, "No." 39 editorials, or 3%, said, "Don't know."

* Should wartime Federal excise taxes on transportation be removed?
Of 987 editorials on this subject, 984, or 99% — said, "Yes!"
2 editorials said, "No." 1 editorial said, "Don't know."

ASSOCIATION OF AMERICAN RAILROADS
WASHINGTON, D.C.
the movies shown on the station’s Big Show. The identification clues include a first name, a house number and part of a phone number. If for example, a viewer can identify himself as John at 9100 and phone TO 1-2 he can win at least $100. The money accumulates each night there is no claimant.

KDKA-AM-TV Race at Country Fair

As a wrap-up stunt for their summer promotion campaigns, KDKA-AM-TV Pittsburgh featured their personalities in a “race between Texas and Alaska” before the grandstand crowds at the Allegheny County Fair on Labor Day.

Dressed in the legendary costumes of the Old West, Ed Schaughey and Jim Williams, KDKA newscaster and disc jockey, respectively, represented Texas in a pony-drawn cart. The Alaskan team included Hank Stohl and Carl Ide of KDKA-TV in a sled-with-wheels, pulled by six Alaskan huskies. Before reaching the starting line the rivalry was marked with a “ripe tomato and pie-throwing fight. The Alaskans then pulled the KDKA-TV team off to victory.

KOLN-TV Hosts N. Y. Timebuyers

Some 400 Madison Ave. timebuyers launched in New York Sept. 12 as guests of KOLN-TV Lincoln, Neb. They were greeted at the door by appropriately-garbed models who handed them cards reading “Don’t be half-covered, call Judson 6-5536.” Those who did call were greeted by KOLN-TV’s representative, Avery-Knoop, with the latest basic information on the “best buy of Lincolnland.” At the lunch presentation, station vice president-general manager A. James Ebel and sales manager Les Rau showed kinescope clips of KOLN-TV personalities in selling episodes.

WGTM Holds Tobacco Sale Contest

WGTM Wilson, N. C., and the Wilson Tobacco Market awarded $100 to the winner of WGTM’s annual Brightleaf Sweepstakes contest. Contestants were asked to guess the number of pounds of tobacco that would be sold on opening day of the tobacco market. A Snow Hill, N. C., man came closest to the actual total of 1,554,722 pounds sold.

Cincinnati’s Most Powerful Independent Radio Station

50,000 watts of SALES POWER

HOOTY SAPPERTICKER—FUN SYMBOL

Hooty Sapperticker was born at KFWB Los Angeles in the imagination of d.j. Al Jarvis. Hooty’s fame skyrocketed under the care and guidance of the KFWB disc jockeys. The legend of Hooty Sapperticker grew through various station promotions, and currently, he is encouraging a get-out-the-vote campaign by saying “It’s Fun to Vote.”

Make-Believe Ballroom show that everyone write Hooty’s name in the lower right hand corner of any writing surface in California to honor Hooty as founder of “No Special Day.” Mr. Jarvis then designated the following Monday as “No-Special Day.” Many businesses and schools since then have been celebrating such a day each month. Hooty became immortalized in song and in the phrase “Howdy, Hooty, Cutie.”

Hooty became interested in politics through the urging of Bob Purell, president and general manager of KFWB.

WORD Launches Promotion Drive

WORD Spartanburg, S. C., launched a station promotion campaign before Labor Day with a mystery “Walking Man” contest. The person who correctly addressed the mystery man with the phrase—“Have you heard the 910 WORD?”—was awarded $100.

During the Labor Day weekend, WORD aired remote broadcasts from a Sears, Roebuck & Co. parking lot, with various sponsors. An automobile dealer credited the broadcasts for the sale of five new cars and seven used cars. In cooperation with the Royal Crown Bottling Co., WORD served more than 10,000 soft drinks from the station’s booth on the parking lot.

Another segment of WORD’s campaign included three models, wearing swimsuits and sandwich signs which read—“I have nothing on but the 910 WORD.” In a beauty contest in which more than 7,000 persons cast votes with numbered tickets, lucky numbers holders were awarded record albums or transistor radios. As a continuing promotion WORD has distributed in the city more than $5,000 in new one-dollar bills, with consecutive serial numbers. “Lucky numbers” are aired twice each hour. Holders have 15 minutes to get to the studio to collect $9.10 for the bill.

Hoopsters Surprise WMOH D.J.

Norm Keller, d.j. at WMOH Hamilton, Ohio, invited young listeners to a drive-in restaurant parking lot for a “hula-hoop contest” and expected to have a winner in 20 minutes. Mr. Keller had to divide the large number of entrants into two groups and proceeded to judge the hoop swingers’ skill— from 7:30 p.m. until 1:10 a.m.

WBZ Prize Features Lain Band

An appearance by Lester Lanin and his Orchestra is the prize offered the winner of the WBZ Boston “Good Neighbor Block Party” contest. Five WBZ personalities are...
TELLING THE MISSILE WHERE TO GO

... and how to get there!

The button is pushed. The missile rises from the launching pad — slowly — then roars into space.

But the problem has just begun! Now the “brain” inside the missile takes over. This is the crucial part of missile warfare.

The target must be found — or met head-on — or overtaken. The missile must be steered. It must change course, double back if necessary. It must “think” its way to the enemy.

What ITT is doing about it

Since 1949, top scientists in ITT laboratories have been deeply engaged in missile guidance and control. They are deeply engaged now — playing a big role in national defense—working with the Navy, the Air Force, the Army, universities and associated laboratories, and other manufacturers.

They developed the complete airborne guidance for TALOS, the Navy’s deadly “flying fish” launched from guided-missile cruisers. They developed the complete guidance for the Army’s LACROSSE, including ground, air, tracking, and computing equipment. They helped with RASCAL, an Air Force air-to-surface missile. They developed the launching and firing controls and test equipment for the Air Force’s BOMARC missile. They are designing and building communication networks for the ATLAS intercontinental ballistic missile.

Experience — where it counts

ITT is especially qualified for missile guidance development—because of long experience and special skills in air navigation and radar.

Other skills count heavily too—in infrared detection and homing, direction finders, inertial systems, computers, semi-conductors. ITT is also rich in these skills, and has the research laboratories and expanding manufacturing plants to carry the work forward.

Depend upon it — when the missile is launched, it will know where to go ... and how to get there.

ITT

... the largest American-owned world-wide electronic and telecommunication enterprise, with 80 research and manufacturing units, 14 operating companies and 128,000 employees.
Economic advantages of the state at visit... Members... Lester Lanin... his... from... what the writer would... recording artists and... asking... their listeners to write a letter telling what the writer would do with the proceeds from a block party in his community. Each d.j. will salute a “Good Neighbor” daily on his program. Daily winners will receive Lester Lanin record albums and also will be eligible for the top prize. On Sept. 26 WBZ will stage a dance in the winners community, featuring the Lanin orchestra, local talent, recording artists and the WBZ disc jockeys.

**Timebuyers Fly to Island Party**

New York and Chicago agency timebuyers were flown to Michigan Sept. 10 for a two-day Mackinac Island party. James Gernity Jr., WNEM-TV president, was host. Members of the Edward Petry & Co. staff participated in the party, which included a visit at the station’s Flint office. Gov. G. Mennen Williams, of Michigan, described economic advantages of the state at a luncheon held at the Wenonah Hotel, Bay City. Sixty timebuyers were guests.

**KNUZ D. J. Sets Underwater Mark**

Arch Yancey, d.j. at KNUZ Houston, Tex., laid claim to an underwater endurance record of 42 hours and two minutes after spending the better part of the Labor Day weekend in a plastic bubble on the bottom of a Houston swimming pool. Mr. Yancey conducted broadcasts from the pool bottom, and KNUZ newscasters kept listeners advised of his endurance progress. A compressor hose attached to the bubble replenished Mr. Yancey’s air supply. He emerged at 12:02 a.m. Sept. 2, and checked into a hospital for rest and a physical check-up.

**Birth Telecast on KBTV (TV)**

Viewers of KBTV (TV) Denver Sept. 8 witnessed the birth of a child by Caesarean section telecast from Denver’s Presbyterian Hospital in a program produced by KBTV and the Colorado State Medical Society. Sponsored by Ling Closed-Circuit Television Cameras, the program showed the preparation of the operating room, explanation of why a Caesarean section is performed, the delivery and care of the baby and the clean-up procedure in the operating room after the operation. Talks with the doctor and the pediatrician concluded the telecast.

**WCCO Winners Must Lose Prize**

Only women are eligible to enter the contest on the Randy Merriman Matinee at WCCO Minneapolis, Minn., but only men get the prizes, according to WCCO. Each afternoon Mr. Merriman broadcasts a new clue to the name of the wild animal of the week. Sportscaster Halsey Hall follows up with additional clue comment on his evening sports show. Women listeners write their answers on postcards and one winner is selected each week. The prizes are hunting trips to Wyoming this fall—for men only.

**CBS Delinquency Report Studied**

The verbatim transcript of the CBS Radio broadcast on juvenile delinquency, “Who Killed Michael Farmer?”, has been sent to more than 6,000 science writers, editors and public health officials by the medical department of Ross Labs., Columbus, Ohio. The transcript was published in full in the July-August issue of “Developments in Infant and Child Care,” a newsletter regularly distributed by Ross Labs., and sent to its mailing list. The documentary broadcast was carried on CBS Radio on April 21, 1958 and rebroadcast on April 30.

**Star Stations Host Luncheon**

A color slide presentation depicting the role of KOIL Omaha and KMYR Denver in their respective communities was made during a luncheon in New York Sept. 9 for 128 agency account executives, timebuyers and media supervisors. The hosts were officials of the Star Stations, owner of the outlets. Charles S. Crabtree, general manager of KMYR, narrated the presentation. Don Burden is president of the Star Stations.

**Motorcades Parade NBC-TV Shows**

As part of the network’s plan to publicize the 1958-59 tv program schedule, a series of motorcades has been set by the NBC Exploitation Dept. in more than 22 major NBC-TV affiliates’ cities. The first motorcade was held in New York last Tuesday (Sept. 16) with a 24-vehicle “Carvalcade of Shows,” with each of the vehicles carrying banners naming the programs and sponsors.

**‘Fluff’ Loser to Get Homework**

WKNY Kingston, N.Y., is offering as the prize in its contest for listeners the station announcer who commits the most “fluffs” as detected by listeners. The winner will get the losing announcer for three hours during which he will do the shopping, mow the lawn, baby sit, or any other household task asked of him.
ROBERT H. SCHAEFFER, former Postmaster of New York, elected chairman of board of Lawrence Kane & Artley Inc. New York, advertisers agency. Mr. Schaeffer, postmaster from 1954 to 1957, had been chairman of plans board of Lawrence Kane & Artley Inc. and its director of public relations.


ROY PASMAN, appointed manager of radio-television department at Bryant Houston Inc., N.Y. He reports to WILLIAM B. TEMPLETON, who is v.p. and radio-television director of agency. Mr. Pasmans most recent position was manager of NBC-TV network program administration and previously assistant to network program manager. Other positions held by Mr. Pasmans include operations manager for former DuMont Television Network, program manager of WOL Washington and production manager of WOR Washington.

CARIGHTON KNAU resigns as account executive for Purina broadcast advertising at Gardner Adv. Co., St. Louis, to open Kinney Feed and Service at Iowa City. He is succeeded by KENNETH HERONYUS, assistant account executive in firm group. TERRY KEE, formerly with D'Arcy Adv. Co. and Monsanto Chemical Co., St. Louis, to Gardner as copywriter on farm accounts.

CHARLES C. DAVIS JR., general sales manager, Miller Brewing Co., Milwaukee, takes on new duties as marketing director with overall responsibility for advertising, merchandising and sales functions. EDWARD G. BALL, previously advertising manager, to advertising and sales promotion chief. FRANCES M. BRADLEY, sales training and personnel manager, appointed manager of market research and sales planning.

HOWARD W. ANDERSEN, v.p. and senior art director at Leo Burnett agency, Chicago, appointed v.p. in charge of agency's art department. He succeeds JAMES YATES, resigned to rejoin J. Walter Thompson Co., N.Y.


LEONARD V. COLSON resigns as Menmin Co. advertising director to join Warwick & Legler Inc., N.Y., as v.p. and member of plans board. He will concentrate on agency's marketing activities.

JAMES LUCE, associate media director of J. Walter Thompson Co., N.Y., who has been recuperating at Veterans Hospital, Madison, Wis., is expected to remain there for extended stay. Mr. Luce's primary media responsibility is Ford account at JWT including Ford Div., Ford dealers and English-built Ford cars.

GENE MARTELL named head of radio and tv commercial production for Young & Rubicam, San Francisco. He was recently transferred to West Coast from the agency's New York headquarters where he was producer of film commercials.

CHARLES E. DILL, formerly Southern div. sales manager, Tile-Gray div. of Plunkett Co., named sales manager for Tile-Gray and Industrial products div. of company, headquartered in New York group.

WILLIAM R. MINER, formerly public relations director at Needham, Louis & Brody Inc., Chicago, appointed to similar capacity at Peoples Gas Light & Coke Co. Chicago, effective Oct. 1. He succeeds CLAYTON G. CASSIDY, named assistant to v.p. in charge of sales.

JEROME KEMPNER, former account executive with Kudner Agency, N.Y., to Shaller-Rubin Co., N.Y., as media director.

NATHAN SCHILLER, previously manager, technical services, Market Planning Corp., affiliate of McCam-Erickson Inc., appointed director of technical services for marketing and social research division of The Psychological Corp., N.Y.


ARMELLA SELSON, previously with Henri, Hunt & McDonald, Chicago, promoted to assistant media director of North Adv., Chicago. Promoted to media supervisor was ELAINE PAPPAS, BARBARA SWEDEEN named assistant media buyer.

WILLIAM W. ROSE, previously with Campbell-Ewald Co., Detroit and New York, to Grant Adv., Detroit, in radio-television department.

DONALD COLEMAN, formerly advertising representative at Chicago Sun-Times, to Edward H. Weiss & Co., Chicago, as media supervisor.

WENDELL HOLMES, with D. P. Brother & Co., Detroit, for 15 years, appointed member of copy and technical group servicing AC Spark Plug account, division of General Motors.


FREDRIC B. JACOBS, formerly with Ross Roy Inc., Chicago office, joins Noble-Dury & Assoc. Nashville, Tenn., as part of continued expansion of facilities and services of Noble-Dury operation in Memphis. Mr. Jacobs is first of series of additions to Memphis staff.

MORT REINER, media supervisor, Product Services Inc., to linebuyer, Hicks & Greist Inc., N.Y.

EARL COLE, formerly copy writer at Botzel & Jacob Inc., Chicago, to Tatham-Laird Inc., Chicago, in similar capacity.

WILLIAM G. HANLON, 44, formerly publicity supervisor at Young & Rubicam, Chicago, and on public relations staff of Hudson Motor Car Co., died Sept. 4 in New Haven, Conn. He also worked for United Press Assn. and Rockford (III.) Morning Star.

STAN SMITH, v.p. of Official Films Inc., N.Y., appointed to head company's sales department. His first assignment will be to expand depart.

FREDERICK W. WILE, formerly NBC v.p. recently associated with J. L. (PAT) WEAVER, former NBC president, in his tv program service, has joined in MGM-TV as director of business affairs. ROBERT NORVETTE will continue as business manager until Mr. Wile.


BARBARA HOFF and DOROTHEA HARDELL signed as account executives to tour nation on behalf of Comet Distributing Corp.'s tv series, Satellite Police. Miss Hoff was formerly with Baker Air-

Write for the most complete catalog on attenuators in the world. Now carried in stock by your local jobber.

WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

BROADCASTING Sept. 22, 1958 • Page 93
PEOPLE CONTINUED

craft. Miss Hardell with Eclipse Productions.

PAULINE MARSHALL, formerly with Buchanan & Co., N.Y., as account executive, named New York representative for Le Ora Thompson Assoc., animation firm. Address: 225 E. 54th St.; telephone: Pl. 9-2624.

NICHOLAS D. NEWTON, formerly salesman, Academy Pictures Inc., as account executive. Bill Sturm Studios Inc., N.Y.

GULIO ANUSO, formerly story editor for TCF-TV, Twentieth-Century subsidiary, appointed assistant to JACK EMANUEL, story editor of Warner Bros. television division.

JERRY LEE, formerly western sales manager of Official Films Inc., has joined western sales staff of MCA-TV Film Syndication Div.

JAMES LAWRENCE FLY JR., formerly with The Katz Ad Agency Inc., N.Y., in sales capacity, named account executive for National Telefilm Assoc.'s broadcast properties (WPTA-A, AM-FM-TV Newark and KMSP-TV Minneapolis-St. Paul). Mr. Fly is son of JAMES LAWRENCE FLY Sr., former FCC chairman who is now with communications law firm of Fly, Shuebruk, Blume & Gagunie, New York and Washington.

LEE COOBY, CBS-TV contract producer, after securing release from network, has joined Para-mount TV Corp., Hollywood, as executive program director. Mr. Cooby will work both with TV film production at studio and at KTLA (TV) Los Angeles.

FERNANDO C. ALVAREZ, formerly head of public relations for Pelusias Candiani de Mexico, Mexican film producer, appointed Mexican representative for ABC Films, replacing ALEX DUNCAN, resigned. ABC Films' Spanish dubbing programs currently available in some Mexican markets include 26 Mels, Shempa, Queen of the Jungle, Rocket Squad, Code 3, Passport to Danger, and The Three Musketeers.

JOSEPH DACKOW, previously associate producer on TV series. The Invetigator, appointed assistant to producer of National Telefilm Assoc.'s The Third Man.

GEORGE GILBERT, formerly with Official Films Inc., N.Y., has joined Flamingo Telefilm Sales Inc., N.Y., to cover Ohio Valley and Michigan area. JEFF DAVIS has rejoined Flamingo for leave of absence and will head Atlantic office.

NEWSPAPER

JOE W. MOORE, JR., ABC-TV production coordinator in Hollywood, named to succeed JAMES MANDULEY, resigned as manager of production services in Hollywood. JAMES WASHBURN, with ABC-TV five years, appointed to assume Mr. Sanman's former duties.

MARIA DIXON, former production assistant, Kenyon & Eckhardt, N.Y., to ABC-TV's Dick Clark Show (Sat., 7:30-8 p.m.), as assistant to producer DEKE HEWYARD.

WARNER LAW, veteran writer for motion pictures, radio and TV, assigned as west coast story editor of NBC-TV series. The Further Adventures of Ellery Queen, debuting Sept. 26. Mr. Law has written teleplays for late NBC Matinee Theatre shows and has also written radio and TV versions of Classics of America.

STATIONS

JOHN W. REMINGTON, president of Lincoln Rochester Trust Co., Rochester, N.Y., elected director of Sandy's Foundation. Foundation, through ownership of most Class A community stock of Gannett Co., controls Gannett Group of 22 newspapers, four TV stations and four radio stations in New York, New Jersey, Illinois and California.

ALAN SIMMS, formerly of Chilton Publications and WIP Philadelphia, named audience promotion supervisor of WCAU-TV Philadelphia. RUS HENKEWICZ, formerly of Mel Adams & Assoc., New York public relations firm, named WCAU-TV press information supervisor. Mr. Simms was mistakenly described as press information supervisor in Sept. 15 issue of Broadcasters (At Drabt).

ROBERT LEMON, program manager of WRCV-TV Philadelphia, transferred to Chicago as executive of NBC's Chicago stations, WNDQ and WMAQ. WILLIAM DECKER named director of TV for WNDQ, replacing RUSSELL STEBBINS, appointed manager of sales of TV stations. STEVE BRIGHTWELL, appointed film coordinator of WNDQ. HARRY WARD, NBC Chicago continuity acceptance manager, resigns to join NAB.

ROY BACUS, WBAP-AM-FM-TV Fort Worth, Tex., commercial manager, promoted to station manager, succeeding in post of CHALMERS REHRING, remaining as station consultant. Other WBAP-AM-FM-TV changes: JACK ROGERG to commercial manager; L. F. CURRY, GROJEIL to regional sales manager, and HERMAN CLARK to head of radio promotions and sales. RUPERT SOGAN promoted to chief engineer replacing JG DODSON, remaining as engineering consultant. A. M. WOODFORD, formerly radio program director, to operations manager.

JOHN HARKRADER, assistant v.p. of Roanoke (Va.) Times-World Corp., named manager of WBUD-TV Roanoke. Mr. Harkrader joined WBUD as sales manager, and subsequently was named WDBJ-AM-FM sales manager, elevated to station manager, after the resignation of Mr. Koehler who will handle duties of commercial manager. RAY F. JORDAN, v.p. of broadcasting of Times-World and former WBUD sales manager, named Mr. Harkrader's assistant.

KENTH L. TREADWELL JR., v.p. and managing director of WTBO (TV) Charlotte, N.C., named member of newly created Presbytery Committee on Television and radio and Audio-Vuas.

M. KOEHLER

ROBERT D. BLASHEK will become president and general manager of KCMJ Inc. (KCMJ Palm Springs, Calif.) under FCC approval of station to corporation. KCMJ had belonged to Peter W. Greeley Broadcasting Corp. Mr. Blashek has served as station executive v.p. for past three years. NORMAN W. LOFFUS, station manager, and various KCMJ employees, will continue in present positions.

STAN H. EDWARDS, account executive, WICC (AM-FM) Bridgeport, to WTVY Troy as sales manager.

DENI SIMPSON, KKOK Tulare, Calif., sales manager for past six years, promoted to executive post of v.p. in charge of sales for KKOK. Mr. Simpson will have complete charge of sales planning and promotion. JACK STUBBS, formerly with KFSD-TV San Diego sales department, to KKOK sales staff.

WILLIAM B. MURPHY, owner of KPVA Camas, Wash., named general manager of KLXV Spokane, Wash. Mr. Murphy entered radio as announcer at KIT Yakima, Wash., in 1940.

KEM CARTER, appointed manager of WMAL-AM-FM Washington effective Sept. 15. Mr. Carter will fill vacancy created by resignation of ROBERT W. SCHEFTER in 1957. His appointment follows recent selection of RUPE WEBB as station manager of WPG Washington, as vice president and general manager. Mr. Carter has been with WBAL Baltimore as account executive, vice president and general manager of WBAL Baltimore. He was senior sales manager at WBAL for three years, and former marketing manager. Lee & Assoc., Baltimore, station relations firm.

KIRK BAXTER, with WRCV-TV Philadelphia since 1948, named production manager, succeeding GEORGE T. CURTIS, promoted to director of TV programs.

GEORGE R. RATLIFF, previously radio-TV salesman for WBZ and WLBW, Jackson, Miss., joins WJQ Jackson sales staff.

THOMAS E. MOORE JR., account executive for
NOT JUST ROCK 'n' ROLL . . . the fact is
K-NUZ is NO.1*

with the ADULT
HOUSTON AUDIENCE!

K-NUZ delivers the largest Purchasing POWER* 

or Adult Spendable Income 
Audience in the Houston Market!

Special PULSE SURVEY (Apr.-May 1958) proves K-NUZ delivers the largest audience with spendable income or purchasing power in Houston. NIELSEN (June, 1958) proves K-NUZ has the largest adult audience from 6 A.M. to 6 P.M. Monday thru Friday.

Send for a Copy of SPECIAL PULSE (Purchasing Power Delivered by Houston Radio Stations —Apr.-May, 1958)

TO REACH THE PEOPLE WHO BUY IN HOUSTON

IT'S K-NUZ
STILL THE LOWEST COST PER THOUSAND BUY!

[Image of K-NUZ Radio Center]

National Reps.:
FORJOE & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston: Call Dave Morris
JA 3-2581

September 22, 1958 • Page 95
LEGE. JOINS WMAR-TV BALTIMORE AS PROMOTION CO-ORDINATOR AND ASSISTANT TO PROMOTION MANAGER.

GEORGE STEPHENSON, FORMERLY CHIEF ENGINEER WITH WKY Kokomo, Ind., AND NBC CHICAGO, TO KSST DAVENPORT, IOWA, IN SIMILAR CAPACITY. OTHER KSST APPOINTMENTS: TOM EKINS AND MARK STEVENS, AIR PERSONALITIES, FORMERLY WITH WOC DAVENPORT AND WKX; LISA NILSSON, ACCOUNT EXECUTIVE, FORMERLY WITH WOC, AND SUE ZIAK, CONTINUITY DIRECTOR, FORMER SCHOOL TEACHER.

HARTEWELL CONKLIN, FORMERLY WITH WFMY-TV GREENSBORO, N.C., NAMED PRODUCTION MANAGER OF WLGF-TV ORLANDO, FLA.

JOSEPH CAVALIERI, FORMERLY DIRECTOR WITH UNIVERSAL-INTERNATIONAL, TO KTTLA TV LOS ANGELES AS STAFF DIRECTOR.

JIM KITCART, FORMERLY WITH KMVR DENVER, COLO., AS PROGRAM DIRECTOR, TO KRIZ PHOENIX, ARIZ., IN SIMILAR CAPACITY. JOHN THOMPSON, PREVIOUSLY WITH KHEV EL PASO, TX., AS NEWS DIRECTOR, TO KRIZ IN SAME POST.

TAYLOR JAMES, AIR PERSONALITY AT WQAR CLEVELAND, HAS JOINED KFRC SAN FRANCISCO TO CONDUCT THE TAYLOR JAMES SHOW, MONDAY-FRIDAY, 1-4 P.M., AND SATURDAY, 10:45 A.M.-3:30 P.M.

BILL KENNELLY, PREVIOUSLY WITH CBS RADIO NEWS AS ANALYST AND REPORTER, JOINS KTTLA TV LOS ANGELES NEWS BUREAU.

PAUL MONTAGUE AND DERRICK TAYLOR JOIN KTTK TV HOUSTON, TEX., AS ART DEPARTMENT DIRECTOR. MR. MONTAGUE WAS FORMERLY WITH WTVN-TV COLUMBUS, OHIO. MR. TAYLOR, BORN IN LONDON, ON KMRF-TV HOUSTON.

IRA COOK, KMFC LOS ANGELES DJ, SIGNED BY KHVN HONOLULU, T.H., TO DO 20-MINUTE WEEKLY TAPED SHOW ON LATEST INFORMATION OF WHAT IS HAPPENING ON HOLLYWOOD MUSICAL SCENE.

BOB MARTIN, PREVIOUSLY WITH KMVR AS PROGRAM DIRECTOR, TO KDEN BOTH DENVER, COLO., AS AIR PERSONALITY. BEN BEFFO RETURNS TO KDEN AS DJ.

BILL RICE, PREVIOUSLY WITH WSAI CINCINNATI AS ANNOUNCER-DJ, TO WKEC-WTVC CINCINNATI AS ANNOUNCER.

REX MILLER, FORMERLY AIR PERSONALITY ON KIOA DES MOINES, IOWA, TO KCEO OMAHA, NEB., IN SIMILAR CAPACITY.

PATRIC MYERS JR., RECENTLY GRADUATED FROM NEWMARKET SCHOOLS, PORTLAND, OR, GRADUATE OF WEAT WEST PALM BEACH, FLA., AS PROJECT MANAGER. OTHER NORTHWEST GRADUATES AND THEIR PLACEMENTS: JAMES ODON, TO KXLF-TEXAS CITY, TEXAS, AS ANNOUNCING-SALES-CAMERA MAN; ELMER NIERIMAN, TO KTVX (TV) SIOUX CITY, IOWA, AS FILM EDITOR; LEON BERTOLLA, TO XCLF-TV BUTTE, MONT., AS CAMERAMAN; RICH BERNHARDT, TO KWTW RICHLAND, WA., AS ANNOUNCER; RODNEY ANDERSON, TO KFLW MUSKEGON, MI., AS ANNOUNCING-SALES PERSON; LEWIS S. BAHN, TO KGAL, LEHAN, OR., AS BROADCAST ENGINEER; JERRY HARRIS, TO KRAU ROSEBURG, OR., AS ANNOUNCER; EDWARD GRAY, TO KWSX TRENTON, OHIO; TOM COELMAN, TO KFAR FAIRBANKS, ALASKA, AS STAFF ANNOUNCER, AND IRVING KOVANG, TO KLOG OGDEN, UTAH, AS DJ.

PATTI SEARGHT (second from left), PROGRAM DIRECTOR OF WTOP-AM-FM WASHINGTON, DISPLAYS HER PERIDOT GAVEL ON THE NIGHT OF HER INAUGURATION AS PRESIDENT OF THE WASHINGTON CHAPTER OF AMERICAN WOMEN IN RADIO AND TELEVISION. MARY LOIS DRAMM (SECOND FROM RIGHT), SUPERVISOR OF SALES TRAFFIC FOR WRC-AM-FM-TV, WAS INAUGURATED AS AWRT VICE-PRESIDENT. RETIRED PRESIDENT BERYL D. HINES OF TV DIGEST PRESENTED THE GAVEL WHICH WAS GIVEN TO THE CLUB IN 1955 BY SPEAKER OF THE HOUSE SAM RAYBURN (D-TEX.). ALSO IN PICTURE (TAKEN AT THE SHERATON-CARLTON HOTEL, SEPT. 11) ARE (1 TO R) FCC COMM. ROBERT BARTELL AND JOHN S. HAYES, PRESIDENT, WASHINGTON POST BROADCAST DIV.

ISABEL WILDER DIED SEPT. 15 IN SANTA BARBARA, CALIF. SERVICES WERE HELD AT AIRCRAFT-MEATH MORTUARY, SYRACUSE, N.Y., PAST FRIDAY, SEPT. 16. MRS. WILDER WAS WIFE OF MR. HARRY G. WILDER, FORMERLY MAJORITY OWNER OF WTRY SYRACUSE AND WTRI TV ALBANY, BOTH NEW YORK. COL. WILDER WAS PRINCIPAL OWNER BEFORE THAT OF WSYR SYRACUSE, WHICH HE SOLD TO NEWSWEEK NEWSPAPER GROUP IN 1959.

EDWARD T. CARSTENS, 61, ENGINEER AT WGN CHICAGO FOR PAST 23 YEARS, DIED IN MERCY HOSPITAL SEPT. 12.

REPRESENTATIVES

ALLAN S. KLAMER,ROADCAST MEDIA DIRECTOR OF MANAGEMENT ASSOC., IN CHARGE OF RADIO AND TV ACTIVITIES OF SIBLEYER'S ACCOUNT TO JACK MASA & N.Y.

BILL BAUER, FORMERLY ACCOUNT EXECUTIVE AT FORJOE & CO., CHICAGO, TO THE BOLLING CO., CHICAGO, IN SIMILAR CAPACITY.

FRANK CARLSON, FORMERLY WITH FORJOE & CO., N.Y. STATION REPRESENTATIVE, AS ACCOUNT EXECUTIVE, TO RADIO SALES STAFF OF AVERY-KNOWELL, N.Y.

TRADE ASSNS.

ROBERT E. SVOBODA, DISTRIBUTOR SALES MANAGER OF AMPHENOL ELECTRONICS CORP., CHICAGO, ELECTED FIRST V.P. OF AESM OF ELECTRONIC PARTS & EQUIPMENT MFRS. INC. HE SUCCEEDS GAIL S. CARTER, RESIGNED TO BECOME EXECUTIVE OFFICER OF NATIONAL ELECTRONIC DISTRIBUTORS ASSN.

PROGRAM SERVICES

MAI JAMES, PREVIOUSLY V.P. IN CHARGE OF RADIO AND TV FOR ELLINGTON & CO., N.Y., APPOINTED DIRECTOR OF INDEPENDENT TELEVISION CORP. N.Y., LATELY FORMED TV FILM DISTRIBUTORS. MR. JAMES HAS BEEN ASSOCIATED WITH COMPOSER WILLIAM THOMPSON AND NEEDHAM, LOUIS & BROOKS.

GEORGE GABRIEL, DIRECTOR OF NON-RADIO LICENSING, BROADCAST MUSIC INC., TO FULL-HOARD DEPARTMENT. HE SUCCEEDS HARRY P. SOMERVILLE, V.P., RETIRING THIS MONTH.

PROFESSIONAL SERVICES

CHARLES C. MCCARTER, TRIAL ATTORNEY IN FCC'S GENERAL COUNSEL'S OFFICE, HAS RESIGNED TO JOIN WICHITA, KAN., LAW FIRM OF DEPPEY, STANDLY, WEIGT & HODD & CURTIS. MR. MCCARTER JOINED FCC 18 MONTHS AGO, HAVING BEEN STATE ASSISTANT ATTORNEY GENERAL BEFORE THEN. HE WAS GRADUATED FROM YALE U. LAW SCHOOL IN 1954.

OSCAR GODDOUT, HOLLAND RADIO-TV REPORTER FOR NEW YORK TIMES, HAS BEEN MOVED BACK TO NEW YORK. TOM MYERS, CURRENT REPORTER-EDITOR AND HEAD OF TIMES RADIO BUREAU, WILL ALSO BE MOVED BACK.

HAROLD A. TEMERANI, FORMERLY WITH PRESS INFORMATION SECTION OF NBC IN HOLLYWOOD, HAS JOINED TELEVISION DEPARTMENT IN SOUTH CALIFORNIA OFFICE OF COMMUNICATIONS COUNSELORS INC., N.Y., PUBLIC RELATIONS FIRM.

MANUFACTURING

JOHN T. HICK, FORMERLY GENERAL MANAGER OF KWOM INC.'S SEMICONDUCTOR PRODUCTS DIV. IN PHOENIX, ARIZ., APPOINTED ASSISTANT TO PRESIDENT OF MOTOROLA, ROBERT W. GARDNER, IN CHICAGO. MR. HICKY WILL BE RESPONSIBLE FOR ACQUISITION AND MERGER ACTIVITIES INVOLVING COMPANIES ALIGNED WITH ELECTRONICS.

HERBERT M. REEVES JR., PREVIOUSLY V.P. AND GENERAL MANAGER OF MOBILE HOME SALES OFFICE OF FLORENCE SLOVE CO., ELKHART, IND., APPOINTED MANAGER OF MOBILE HOME APPLIANCE SALES OF NORGE HOME APPLIANCE DIVISION, BORG-WARNER CORP., CHICAGO.

GEORGE E. TIRONE, WITH DU MONT SINCE 1948, APPOINTED MANAGER FOR THE TV PRODUCT DIV. OF INTERNATIONAL DIVISION, ALLEN B. DU MONT LABS.

W. E. LASWELL PROMOTED FROM WESTERN REGIONAL SALES MANAGER TO NATIONAL RADIO AND PHONOGRAM SALES MANAGER, CONSUMER PRODUCTS DIVISION OF MOTOROLA INC., CHICAGO.

CHARLES L. MCCABE, STAFF ASSISTANT TO V.P. IN CHARGE OF SALES AT SHURE BRO. INC., EVANSTON, IL, PROMOTED TO MANUFACTURERS SALES MANAGER. HE WILL HANDLE SALES TO ORIGINAL EQUIPMENT MANUFACTURERS IN ELECTRONICS FIELD.

EDUCATION

CHARLES CHRISTIENSEN, PREVIOUSLY PRODUCER-DIRECTOR FOR NBC-TV, TO NEW YORK STATE BOARD OF REGENTS' "EDUCATION TELEVISION PROJECT," SCHEDULED TO BEGIN TODAY (SEPTEMBER 22), IN SIMILAR CAPACITY. MR. CHRISTIENSEN JOINS BEN POLK AND EDWARD KING, ALSO PRODUCER-DIRECTORS. JAMES F. MACANDREW, FORMERLY IN CHARGE OF RADIO-TV ACTIVITIES OF NEW YORK CITY BOARD OF EDUCATION, IS PROJECT DIRECTOR.

INTERNATIONAL

J. LYMAN POTTS, MANAGER OF CKSL LONDON, ONT., Has resigned. He organized the station in 1960 after resigning as assistant manager of CKOC Hamilton, Ont. He started in broadcasting at former CHVC REGINA, SASK., IN 1932, MOVED TO CCKX REGINA IN 1956 AND CCKC IN 1960. CKSL. LONDON HAS RECENTLY COMPLETED A MULTIMEDIA CONTRACT WITH NORTHERN BROADCASTING CO. LTD., TORONTO, WHICH OPERATES FIVE OSARIO RADIO STATIONS. SUCCESSOR TO MR. POTTS HAS NOT YET BEEN ANNOUNCED.

WILLARD KING, SALES REPRESENTATIVE OF CKFN TORONTO, ONT., TO RADIO SALES REPRESENTATIVE OF CANADIAN BROADCASTING CORP., TORONTO.
FOR THE RECORD

Station Authorizations, Applications
As Compiled by BROADCASTING
Sept. 11 through Sept. 17

Includes data on new stations, changes in existing stations, ownership changes, hearings cases, rules & standards & routine roundup.

Abbreviations:
DA—directional antenna CP—construction permit
ERP—effective radiated power, vhf—very high frequency uhf—ultra high frequency, ant.—antenna, aut.—aural, vis.—visual, kw—kilowatts, wmm—megacycles, d—day, n—night
LS—local sunset, mod.—modification
trans.—transmitter, unl.—unlimited hours, kc—kilocycles, RCA—subsidiary communications authority
SBA—special-service authorization
STA—special temporary authorization

New Tv Stations

APPLIANCES

Wilmington, Del.—Rollins Bestf. Inc., ch. 12 (304-316 mc); ERP 376 kw Vfa., 150 kw aur; ant. height above average terrain 884 ft., above ground 528 ft. Estimated construction cost $528,825, first year operating cost $600,000, revenue $600,000. P.O. address 414 French St., Wilmington. Studio-trans., location intersection of Mt. Cuba and Owls Nest Rd. Geographic coordinates 38° 48' 12" N., Lat. 75° 37' 42" W., Long. Trans-ant. RCA. Legal counsel Leonard Marks, Washington. Consulting engineer G. R. Chambers, Wilmington. Applicant is licensee of WAMS Wilmington. Announced Sept. 11.

Aguadilla, P. R.—Jose A. Bechara Jr., A. Gimenez-Aguayo and Raymundo Barletta, ch. 12 (204-210 mc); ERP 105.4 kw Vfa., 63.2 kw aur.; ant. height above average terrain 576 ft., above ground 374 ft. Estimated construction cost $539,160, first year operating cost $136,000, revenue $175,000. P.O. address Box 1981, Mayaguez. Studio-trans. location Carretas Rd., Punta. Geographic coordinates 17° 31' 30" N. Lat., 67° 14' 52" W. Long. Trans-ant. RCA. Legal counsel Miller and Schinella, Bayonne, N.J. Consulting engineer George C. Davis, Washington. Mr. Bechara (50%) owns WCAT Mayaguez. Mr. Gimenez-Aguayo (25%) owns WCJS Mayaguez. Mr. Gimenez-Aguayo (25%) owns WMPB Ponce, P. R. Mr. Barletta is liquor importer and exporter. Announced Sept. 11.

Existing Tv Stations


WNEW-TV New York, N. Y.—Metropolitan Broadcast Corp., ch. 5. Changed from WABD.

Translators

ACTIONS BY FCC

City of Douglas Translator Committee (5% Paul Huber Jr., 845 F Avenue), Douglas, Ariz.—Grant- ed application for new tv translator station on ch. 70 to translate programs of KVOA-TV Tucson. Announced Sept. 17.

APPLICATIONS

Booneville and Philo, Calif.—Anderson Valley TV Inc., ch. 70, ERP 142 w. P.O. address Box 432, Booneville. Estimated construction cost $1,152, first year operating cost $1,000, Non-profit applicant seeks to translate programs of KTVF (TV) San Francisco. Announced Sept. 17.

Utiah, Calif.—TV Improvement Assn., ch. 70, ERP 588 w. P.O. address % Al Barbero, 707 W. Standley St., Utiah. Estimated construction cost $5,400, first year operating cost $500. Applicant, non-profit organization, wishes to translate programs of KGO-TV San Francisco. Announced Sept. 15.

Spencer, Iowa—Spencer Area TV Inc., ch. 83, ERP 204 w. P.O. address Box 328, Spencer. Estimated construction cost $7,025, first year operating cost $500. To translate programs of KEO- TV Sioux Falls, R. D. Applicant is non-profit organization. Announced Sept. 15.

New Am Stations

ACTIONS BY FCC

Crescent City, Calif.—Norman C. Bayley—Granted 1310 kc, 1 kw D. P.O. address 1406 Cortez Ave., Burlingame, Calif. Estimated construction cost $27,219, first year operating cost $24,000, revenue $35,400. Mr. Bayley, sole owner, is in tools and supplies. Announced Sept. 17.

Allegan, Mich.— Allegan County Bcstg.—Granted 1860 kc, 320 w. D. P.O. address % Albert VandenBosch, Box 312, Rome City, Ind. Estimated construction cost $14,016, first year operating cost $25,400, revenue $40,000. Principals are equal owners Lewis E. Grob, Kankakee, Ind.; Walter C. Ruggier, Corunna, Ind.; Dr. Maurice L. Weldy, Waukegan, Ind.; Keith E. Weldy, Waukega, and Mr. VandenBosch, Rome City, Ind. Mr. VandenBosch is accounts manager Richard R. Kennedy, Ind., and Keith Weldy is WCME announcer-salesman. Announced Sept. 17.

APPLICATIONS

Redwood City, Calif.—Hometown Bcstg., 850 kc, 500 w unii. P.O. address 1513 Industrial Way, Belmont, Calif. Estimated construction cost $34-

Today and tomorrow (22-23) Ray V. Hamilton and DeWitt “Judge” Landis will be attending the NAB Management Meeting at the Billmore Hotel, Oklahoma City.

On Thursday and Friday (25-26) be sure to meet W. R. “Ike” Twining at the Challenger Inn, in Sun Valley, and in San Francisco at the Mark Hopkins Hotel next Monday and Tuesday.

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS
RADIO • TELEVISION • NEWSPAPER

Ray V. Hamilton
DeWitt (Judge) Landis
W. R. "Ike" Twining

Ray V. Hamilton
DeWitt (Judge) Landis
W. R. "Ike" Twining

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Cleveland
Chicago
Dallas
San Francisco

Wm. T. Stubblefield
1727 DeSales St., N.W.
Ex 3-3456

Jackson B. (Jack) Maurer
2414 Terminal Tower
To 1-6727

Roy V. Hamilton
Tribuna Tower
De 7-2754

DeWitt (Judge) Landis
Fidelity Union Life Bldg.
Ri 8-1175

W. R. (Ike) Twining
117 Sutter St.
Ex 2-5671

Broadcasting
September 22, 1958 • Page 97
Lakeview, N. J.—Harlan Murrel and Assoc., 150 kw, 1 kw. D. P. O. address 150 Main St., effective Oct. 1.


KFTV TV, Great Falls, Mont.—Seeks assignment of cp from Bcstg. to d/b as Rocky Mountain Bcstg. to Snyder & As-

Clinical Features

The clinical features of the FNH are variable and may include:

1. Abdominal pain or discomfort
2. Abdominal mass
3. Fever
4. Anorexia
5. Vomiting
6. Jaundice
7. Flank pain
8. Hemorrhage

Laboratory Findings

Laboratory findings in FNH may include:

1. Increased serum alkaline phosphatase level
2. Increased serum transaminase levels
3. Increased serum bilirubin levels
4. Hypergammaglobulinemia

DIAGNOSIS

The diagnosis of FNH is primarily based on clinical features, laboratory findings, and imaging studies such as ultrasound, computed tomography (CT), magnetic resonance imaging (MRI), or angiography.

TREATMENT

Treatment of FNH depends on the size, number, and location of the lesions. Options include:

1. Observation for asymptomatic patients with small lesions
2. Surgical resection for symptomatic patients or patients with large lesions
3. Embolization for patients with bleeding lesions

PROGNOSIS

The prognosis for FNH is generally favorable. Patients with FNH are at increased risk for developing liver cancer, but the risk is still relatively low.

References

sec. for cancellation of $19,000 debt and assumption of liabilities. Dan Snyder, KYTV general manager, announced Sept. 1. Announced Sept. 11.

KLQQ Yakima, Wash.—Sells transfer of two-thirds of license (Yakima Best, Corp.) from Robert S. McCaw and Tom Olsen to William E. Shaw (16 shares) and Warren J. Durham (93 shares) for $26,300. Upon approval, Messrs. Shaw and Durham will each own 50%. Announced Sept. 11.

KTOP Yuba City, Calif.—Sells an assignment of license from Lake Shore Best, Co. to Central States Broadcasting, Inc., for new station to operate on 1520 kc, 250 w. in Allentown, Pa., and return of construction permit to increase power of station WJW South Bend, Ind., to 10 kw.-LS, from 35 kw.-LS, with application for license to operate on 1580 kc. D. Announced Sept. 17.

By order, Commission denied applications immediately Aug. 9 initial decision and granted applications for new am. stations by KMAQ Rapid City, S. Dak., to operate on 1550 kc, 500 w. D, in Chase County, S. Dak., subject to engineering condition. Announced Sept. 17.

INITIAL DECISION

Hearing Examiner Herbert Shafman issued initial decision looking toward granting application for new class B fm station to operate on 107.1 mc. Announced Sept. 15.

OTHER ACTIONS

Commission gave notice that June 26 initial decision regarding further hearing under amendment of decision of Wreath-Alvarez Best, Inc., for extension of time to construct tv station, KVAT (ch. 13), Yuma, Ariz., became effective Aug. 15 pursuant to Sect. 1, 1123 of rules. Announced Sept. 17.


By memorandum opinion and order, Commission denied joint petition by Oklahoma Television Co. and Westerly Television Co. to amend their applications for new tv stations to operate on ch. 12 in New Orleans, La., to operate as a joint venture, that is, to waive certain rules, and enlarge primary and secondary service areas, and that of Supreme Best, Co., for mod. of cp of station WAND, mod.-LP, to change from ch. 36 to ch. 12. Announced Sept. 17.

Promissory note and a promissory note and an assignment of note by Anthony Tele- vision Corp. to open am. station to operate on ch. 11 in Houma, La., or, in alternative, to designate S. Anthony Tele- vision Corp. as an acceptor for hearing on application for continuance in consolidation with above mentioned applications for extension of time to file applications. Commission announced September 17.

By memorandum opinion and order, Commission denied joint petition by Supreme Best, Co., Oklahoma Television Co. and Westerly Television Co., both New Orleans, La., to defer action on application of St. Anthony Tele- vision Corp. for new tv station to operate on ch. 12 in Houma, La., or, in alternative, to designate S. Anthony Tele- vision Corp. as an acceptor for hearing on application for continuance in consolidation with above-mentioned applications for extension of time to file applications. Commission announced September 17.

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By Hearing Examiner Charles J. Frederick on September 12
Granted petition by Ellitway Television Inc., for leave to amend its application for new TV station to operate on channel 51 in Moline, Ill., to reflect additional financial data.
Rescheduled for Dec. 1 hearing now scheduled for Oct. 1, and scheduled further prehearing conference for Dec. 21 in Moline, Ill. Ch. 8 proceeding.
By Hearing Examiner Forrest L. McClellan on September 12
By Hearing Examiner Millard F. French on September 12
Granted petition by Grady M. Sinyard, New Boston, Ohio, for leave to amend its application to reflect option agreement.
By FCC
Commission on Sept. 11 granted petition by Sacramento Television Inc. (KHTV-TV), Sacramento, Golden Empire Bstg. Co. (KHTL-TV), Chico, and Television Diablo Inc. (KOVK-TV), Stockton, all Calif., for further extension of time from Sept. 10 to Sept. 15, to file oppositions and responses to pleading further modification of petition for rule making involving Sacramento, filed by Capital Television Enterprises.
By Chief Hearing Examiner James D. Cunningham on September 11
Granted petitions by KSTB Telecasting Co., Davenport, Iowa, and Public Service Bstg. Co., Moline, Ill., for dismission without prejudice of their applications for new TV stations to operate in Iowa and remaining applications in this proceeding are retained in hearing status.
Granted petition by Eastern States Bstg. Co., Hamden, Conn., for extension of time seven days prior to date to be later specified by presiding examiner for commencement of formal hearing to file objections to direct case, requests for additional information, and notices of witnesses desired in am proceeding.
By Hearing Examiner James D. Cunningham on September 12
Scheduled hearing conference for Sept. 18 re application of The Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S. C., for new FM station.
By Hearing Examiner Millard F. French on September 11
On own motion, scheduled prehearing conference for Sept. 12 at 9 a.m. on application of Grady M. Sinyard, New Boston, Ohio.
By Chief Hearing Examiner James D. Cunningham on September 11
Granted petition by Palm Springs Community Television Co., for extension of time from Sept. 29 to Oct. 17 for filing proposed findings of fact and conclusions of law in matter of applications of Palm Springs Translator Station Inc., for new TV station in Palm Springs, Calif., et al.
By FCC
Commission on Sept. 11 denied requests of Crosby Laboratories Inc., and Multiplexer Development Corp., for removal of general extension of time for filing comments on notice of proposed rule making for inquiry into use of FM SCA (present extension is to Oct. 2).
By Commissioner John J. Cross on September 10
Granted petition by Broadcast Bureau for extension of time of Sept. 16 to file reply to motion to change issues by WMGM Bstg. Corp., New York, N. Y., in proceeding on its application for new FM station and that of Newark Bstg. Corp., Newark, N. J.
Granted petition by Southeastern Indiana Broadcasting Co., Jeffersonville, Ind., for extension of time to Sept. 10 to file exceptions to initial decision in proceeding on its am application and that of Northside Bstg. Co., Jeffersonville.
By Hearing Examiner Charles J. Frederick on September 10
Scheduled for Nov. 8, further hearing in proceeding on applications of Binder-Carters-Durham Inc. (WAMM), Flats, Mich., et al.
By Hearing Examiner Elizabeth C. Smith on September 10
Scheduled prehearing conference for Oct. 1 in proceeding on applications of Harold L. Lameau, Garden Grove, Calif., for new FM station.
By Hearing Examiner Millard F. French on September 10
Scheduled further prehearing conferences for Sept. 17 and Oct. 12 at 9 a.m., and continued date for exchange of exhibits from Sept. 24 to Oct. 1, hearing will be held as presently scheduled on Oct. 23, in Tampa-St. Petersburg, Fla., tv ch. 10 proceeding. Granted petition by Tampa Telecasters Inc. for leave to amend to submit supplemental engineering statement.
By Hearing Examiner Basil P. Cooper on September 10
Granted petition by Pasadenas Presbyterian Church, Pasadena, Calif., for continuance of date for exchange of exhibits from Sept. 11 to Oct. 14, to exchange of exhibits from Sept. 23 to Oct. 30, to exchange of exhibits to be announced in proceeding on its application for new FM station.
By Commissioner John J. Cross on September 9
Granted petition by Southeastern Indiana Broadcasting Co., Jeffersonville, Ind., for extension of time to Sept. 24 to file exceptions to initial decision in proceeding on its AM station.
By Chief Hearing Examiner James D. Cunningham on dates shown
Scheduled for hearing following on dates indicated: am application of WMBJ Bstg. Co. (WCMER), Brunswick, Me., on Oct. 10; Twin City Bstg. Co. and Wentworth Valley Bstg. Co., Lyons, Ga., on Oct. 31; Columbia River Bstgs. and L. Bernard Brownlow, Jr., Helena, Mont., M.V.W. Radio Corp., San Fernando, Calif., on Nov. 4. Granted petition by basket television Co., New Boston, Ohio, for further extension of time for filing comments on notice of proposed rule making for inquiry into use of FM SCA.
By Hearing Examiner James D. Cunningham on September 12
Granted petition by Salinas (KHSL-TV), Chico, Calif., for extension of time for filing comments on notice of proposed rule making for inquiry into use of FM SCA.
By Hearing Examiner James D. Cunningham on September 11
Granted petition by Multi-Broadcasting System Inc. (KGLF), Hobart, Ind., for extension of time for filing comments on notice of proposed rule making for inquiry into use of FM SCA.
By Hearing Examiner Millard F. French on September 11
On own motion, scheduled prehearing conference for Oct. 2 in proceeding on applications of newly authorized stations.
By Hearing Examiner Millard F. French on September 11
Granted petition by KSTB Telecasting Co., Davenport, Iowa, for change of service area of new TV station in Iowa to include Burlington, Iowa.
By Hearing Examiner James D. Cunningham on September 12
Scheduled hearing conference for Sept. 17 in proceeding on application of new TV station in Burlington, Iowa.
By Hearing Examiner Millard F. French on September 11
On own motion, scheduled prehearing conference for Oct. 11 at 9 a.m. on application of Grady M. Sinyard, New Boston, Ohio.
By Chief Hearing Examiner James D. Cunningham on September 11
Granted petition by Broadcast Bureau for extension of time to Sept. 18 to file reply to motion to change issues by WMGM Bstg. Corp., New York, N. Y., in proceeding on its application for new FM station and that of Newark Bstg. Corp., Newark, N. J.
Granted petition by Southeastern Indiana Broadcasting Co., Jeffersonville, Ind., for extension of time to Sept. 10 to file exceptions to initial decision in proceeding on its AM application and that of Northside Bstg. Co., Jeffersonville.
By Hearing Examiner Charles J. Frederick on September 10
Scheduled for Nov. 8, further hearing in proceeding on applications of Binder-Carters-Durham Inc. (WAMM), Flats, Mich., et al.
By Hearing Examiner Elizabeth C. Smith on September 10
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Granted petition by Pasadenas Presbyterian Church, Pasadena, Calif., for continuance of date for exchange of exhibits from Sept. 11 to Oct. 14, to exchange of exhibits from Sept. 23 to Oct. 30, to exchange of exhibits to be announced in proceeding on its application for new FM station.
James W. Miller, Milford, Conn., et al. Action Sept. 9. Continued hearing from Sept. 24 to date which will be specified by hearing examiner assigned to proceeding on September 24 of James S. Rivers Inc. (WJAZ), Albany, Ga., Action Sept. 9.

By Hearing Examiner Millard F. French on September 9

Scheduled further prehearing conference for Sept. 19 in Tampa-St. Petersburg, Fla., at 9 a.m. proceeding (Florida Gulfcoast Bests, Inc., et al.).

By Hearing Examiner Elizabeth C. Smith on dates shown


Scheduled prehearing conference for Sept. 25 at 9 a.m. on am applications of Bay Area Electronic Associates and Sonoma County Bests, Santa Rosa, Calif., Action Sept. 9.

Scheduled prehearing conference for Sept. 17 at 9 a.m., re application for transfer of control of Sioux Empire Bests Co. (KIJO), Sioux Falls, S. D., Action Sept. 9.

By Hearing Examiner Herbert Sharman on September 9

Granted petition by James H. Duncan (KSLI), Silver City, N. M., for leave to amend application insofar as it would specify 1340 kc with increased power instead of 1430 kc and petition is otherwise denied; application as amended is removed from hearing.

By Hearing Examiner Charles J. Frederick on September 9

Granted petitions by Community Telecasting Corp., for leave to amend its application to reflect correct address of applicant, and by Midland Bests Co., to amend its application to reflect new financial data in Davenport, Iowa.

By Hearing Examiner D. Bond on September 8

Scheduled prehearing conference for Sept. 16 on applications of Veterans Bests Co., and Capital Cities Television Corp., for new tv stations to operate on ch. 16 in Vail Mills, N. Y.

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following action on the dates shown:

Actions of September 12

KCRV Carthage, Mo.—Granted involuntary assignment of license to J. E. Taylor, individually and J. Taylor, co-owner of estate of Walter Y. Cleveland, deceased, db/b under same name.

WRMP Titusville, Fla.—Granted assignment of license to WIRE 10.

KPLC, KPLC-TV Lake Charles, La.—Granted assignment of licenses to T. B. Lanford, et al., db/b under same name.

WAMS New Orleans, La.—Granted assignment of license to Indian River Radio Inc.

MKO Austin, Tex.—Granted, of license to change name to Radio KMOE date. 3-1-39.

WLAV, WLAV-FM Grant Rapids, Mich. — Granted, of license to change name to Stevens-Wimmer Best Inc.

WAFH Mayaguez, P. R.—Granted cp to install new main trans. (composite) as aux. trans. (main trans. location reclassified as non-directional ant.; remote control permitted.)

WCLA-TV Shreveport, La.—Granted cp to use aux. trans. at the main trans. site.

WNAB Chicago, Ill.—Granted cp to change type of trans. and make other equipment changes (main trans. & aux.); and cp to maintain licensed main vis. and aux. driver of trans. as aux. trans. at main trans. site.

KWFC Hot Springs, Ark.—Granted cp to install a new type trans. and ground system for aux. purposes at present location of main studio.

KCBQ San Diego, Calif.—Granted cp to replace expired 9-3, which authorized increased power, change DA-N to DA-2, ant-trans. location, and install new trans. for day-time use.

KHWL (TV) Whittier, Calif., & Chattanooga, Ga.—Granted cp to modify the vis. trans. (main trans. & ant.).

WLAW Lawrenceville, Ga.—Granted, mod. of cp to decrease ERP to 3 kw, and change trans. and studio location (same as trans. location), type changes list and increase ant. height.

WNSN Valparaiso-Nicolaus, Fla.— Granted extension of control date to 6-18.

KCBQ-FM San Diego, Calif.—Granted extension of control date to 6-18.

KXLV Alpine, Tex.—Granted authority to sign-off at 6 p.m. for special events; economic reasons.

WMTH-FM Talladega, Ala.—Granted request to cancel license; calls deleted.

Actions of September 9

KREY-TV Montrose, Colo.—Granted assignment of license to Black Canon Bests Co.


KPRN-AM ventures, Montrose, Colo.—Granted license for fm station.

WBNZ Cleveland, Ohio.—Granted license covering installation new trans.

WLFA Lafayette, Ga.—Granted license covering changes in ant. and ground trans.

WNMG Mayfield, Ky.—Granted license covering installation new trans.

KTKN Ketchikan, Alaska.—Granted license covering installation new trans.; conditions.

WPEG Arlington, Fla.—Granted license covering installation new trans.

WSCS Sumter, S. C.—Granted license covering changes in ant. and ground systems.

WWOL Buffalo, N. Y.—Granted license covering installation new main trans.; and license to use old main trans. as present main trans. site.

KIPW Winston-Salem, Wash.—Granted cp to install trans. as aux. trans.: remote control permitted.

KLBD-FM Denver, Colo.—Granted cp to increase ERP to 8.8 kw and change type trans. condition.

WLOY (FM) Cranston, R. I.—Granted mod. of cp to decrease ERP to 3 kw, and change type trans. and studio and ant.-trans. location.

WOMC (FM) Royal Oak, Mich.—Granted mod. of cp to make changes in ant. system; conditions.

KMGM (FM) Riverside, Calif.—Granted extension of control date to 3-1-33.

Actions of September 8

WAVO Avondale Estates, Ga.—Granted license for fm station.

WWK Wheeling, W. Va.—Granted license covering change of location, using combined am and fm tower (increase in height) and change of ground system.

WALT Tampa, Fla.—Granted license covering installation of auxiliary transmitter as aux. trans. at present location of main trans.

WPXX Parkersburg, W. Va.—Granted license to use old main trans. as aux. trans. at present main trans. site.

WJAR Providence, R. I.—Granted license covering...
HELP WANTED

Attention for new Key West independent. Must be experienced in sales, promotion, and management. Also manager-engineer-announcer-saler and general sales agent. Reply Box 865F, BROADCASTING.

SEASONAL HELP WANTED


HELP WANTED

Proven successful salesperson to join multi-station group operating Gulf states area in medium markets. Box 856F, BROADCASTING.

HELP WANTED

St. Louis—Top independent top money and future for sales manager who loves to sell. Box 852F, BROADCASTING.

HELP WANTED

Opportunity for independent radio salesman. Salary plus commission. Good market. ABC Texas station. Box 856F, BROADCASTING.

HELP WANTED

Opportunity for independent metropolitan politician. Also aggressive salesman. Box 902F, BROADCASTING.

HELP WANTED

Salesman and saleslady wanted. Top station. $600 draw against commission. Opportunity unlimited. All details first letter. Box 903F, BROADCASTING.

HELP WANTED

Sales—southwest daytimer needed experienced man who can make a permanent place for himself on our staff. Experience required but will consider capable beginner. $100 a week, guarantee to the right man. Box 911F, BROADCASTING.

HELP WANTED

Position open for salesman with part-time air work. Salary plus commission. Permanent position. Please reply only. Box 921F, BROADCASTING.

HELP WANTED

Wanted! Three announcers looking for a top caliber operation. New kwattt North Carolina coastal station and resort area! New, modern, air conditioned building! Send tape and resume to Gene R. Bessey, WRDA, New Bern, N. C.

HELP WANTED

Announcer-first phone by leading station eastern seaboard. Excellent working conditions. Top salary for right man. Job good future. Box 974F, BROADCASTING.

HELP WANTED

Free lance man to sell and announce nightly pop deepay show over 5,000 watt am. Very productive market. For permanence and excellent commission, write Harold Gann, Radio KRAH, 7535 N. Van Buren, Fresno, California.

HELP WANTED


HELP WANTED

Top California ladie wants happy enthusiastic management. Please write Box 927F, BROADCASTING, Board. Wonderful city, start $125 weekly.

HELP WANTED

Announcer-engineer needed by southwest daytimer in very fine, progressive town. Pay scale $100 per week and up, depending on ability and experience. Write immediately. Box 975F, BROADCASTING.

HELP WANTED

Need experienced pop dj for central Kansas out standing local independent. Modern, friendly town of 60,000. Air mail tape, photo, taped commercials, ad lists and news. Box 928F, BROADCASTING, Kansas.

HELP WANTED

Top flight, announcer now working in northwest, ready to step-up to position at WCHS Red River. Portland, Oregon. New service—NIC, 5000 watt. Check our reputation. We'd be glad to meet you. If your record won't stand it. Air mail tape, photo, resume. Box 929F, BROADCASTING.

HELP WANTED

Promotion from within organization leaves opening on announcing staff. Some experience commercial station essential. Good disc show, make news radio, write and compile news, letter, and tape or phone Mai Moros, WCHS, Norwich, Conn.

HELP WANTED

Central Florida kijow has immediate opening for experienced announcer with first phone. Send tape and letter to WGLB, Leesburg-Orlando, Florida.

HELP WANTED

Engineer—Leading eastern independent needs man thoroughly experienced in maintenance of broadcasting equipment also do a minimum of air work. This is excellent opportunity for any young engineer. Station is expanding and expects to build new studios within two years. Salary commensurate with ability. Must have audition tape, resume and recent photo. Box 972F, BROADCASTING.

HELP WANTED

Chief engineer for 350 watt daytime station. Some experience in management position. Good working conditions. Box 899F, BROADCASTING.

HELP WANTED

Chief engineer wanted. Good, old fashioned kind that's losty announcer but excellent technician. Needs large scale installation 5 kw transmitter. Long established station. West. Rush details Box 895F, BROADCASTING.

HELP WANTED

Chief engineer wanted immediately. Must be qualified for maintenance of new 2 kw trans- mitter. Some announcing. Send resume and tape to Gene Riesen, Manager, KLAD, Klamath Falls, Oregon.

HELP WANTED

First phone-announcer immediately. 250 watt station. $100-$110 week. Start, WILD, Franklin, Indiana.

HELP WANTED

Have opening for chief engineer or announcer with first class experience. Good salary. Good working conditions. Radio Station WYBC, North Wilkesboro, N. C.

HELP WANTED

Assistant to chief engineer wanted. Young man with first phone desired. Must have concentrated training. Prior experience not absolutely necessary. Con- nect with first phone by connecting with experience. WMIW, Mt. Vernon, Illinois.

HELP WANTED

First class engineer, experienced in operating and repairing 10 kw. Starting salary $40 weekly. Communicate station WPGA, Mayaguez, Puerto Rico.

HELP WANTED

Production-Programming, Others

News director. Must be able to take full charge in department. Appointive, and able to direct other news personnel. Leading, north central regional, good station. Salary and conditions above average. Will only consider applicants with suitable background in similar position. Reply in detail, giving past experience, sales background and attach small photo, which will not be re- turned. Confidential. Box 919F, BROADCASTING.

HELP WANTED

Newman. Southern California. $50,000 watt inde- pendent. Promotive and news schedule. An- Authoritative, dynamic announcer, well qualified for above requirements. Box 907F, BROADCASTING.

HELP WANTED

Newman. Radio and television, capable leg and desk man with small market experience, who can gather, write, and air news. Journalism education a plus. Must have initiative and character. Stable and dependable with good references. Your career wants a permanent berth in a newspaper-oriented station. Young and creative. Arti- stic recognition. Scale starts at $55 for 40 hours. Salary commensurate with experience and ability. Write or phone Mr. B. Williamson, WKEN, Youngstown, Ohio, Sterling 2-1140.

HELP WANTED

Immediate opening for radio-tv cameraman. Camera familiarity, news writing and development required. Air presentation ability preferred. Address: News Director, WQC-am-fm-tv, Davenport, including snapshots, resume, tape and requirements.

HELP WANTED

Situations Wanted

Highest Industry salaries. Twenty years general management experience, seeking opportunity for revenue expansion. Box 889F, BROADCASTING.

HELP WANTED

Mature agency exec. 20 years experience selling radio, seeks position as sales man- ager or station manager. Good people proposition fully. Box 811F, BROADCASTING.

HELP WANTED

Well over $200,000 in local billing! Desire ad- vancement to commercial manager after top ex- perience. Will prove billing, trained, and know how to work. Prefer southern location. Available to work any time. Box 929F, BROADCASTING.
**RADIO**

**Situations Wanted—(Cont’d)**

**Management**

Experienced manager seeks opportunity to show his abilities in all phases of broadcasting. A strong background in programming, promotion, sales, and operating under both chain and independent ownership ideas without necessarily taking the man. Would like a challenge in increasing and developing an operation. Reply 9282, BROADCASTING.

General manager, sales, specialist, 12 years of sales management experience in radio. Experienced in every phase of radio, have first phone. Want management position in south or southeast. Box 9927, BROADCASTING.

Frankly, I have a good job, but I’m not happy. I have been in radio for six years in small markets; top spots go in larger market. Box 9329, BROADCASTING.

Have sold interest in station and desire position as general manager in medium to small market. Prefer southeast. Ten years experience, selling, sales management, sales programming. Know how to operate economy with the greatest value of the answers. Just good solid radio. Married, 51. Top references. Box 9996, BROADCASTING.

Manager—Major market experience, young, aggressive executive. Sales, business, programming background. New York contacts. Box 9797, BROADCASTING.

**Sales**

Go-getter, experienced, seeking good potential. Prefer deal function. Can run own board. All around man—what you’re looking for. Box 6649, BROADCASTING.

Available immediately, veteran, R-TV grad, UNC. Announcing-sells combos R-TV experience. Desires permanency North Carolina; contact any location. Box 9999, BROADCASTING.

**Announcers**

Personality-dj strong commercials, Emmons, Speed, Allman. Can carry promo. Go anywhere. Box 6689, BROADCASTING.


Negro dee jazz, good board man, fast patter, handsome, personable. Prefer midwest. 700F, BROADCASTING.

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 6090, BROADCASTING.

Good sound staff announcer with daily tv news-cast, better than good. Dj-music university major, perfect pitch, 2 years same CBS station. Strong on commercials, personal ads, personal midwest. 700F, BROADCASTING.

Good dj with radio-tv B.A. Am-veteran—have announcer’s job at night. No bad habits and hold audience. Know music. Strong on commercials, can carry promotion. Tape and resume. Box 6097, BROADCASTING.

Consistent, young, dependable, married. Four same organization. 600. Announces, production, promotions. Knocks top 40. Good references. Box 6098, BROADCASTING.

Experienced pop music deejay available. Veteran, university graduate. 610 week. Box 8917, BROADCASTING.

First phone announcer. Seven years experience, all western. $100 start. Box 8919, BROADCASTING.

New England only. Dj-announcer, 6 years experience, has high school and college grad; age 30; excellent references. Highest pay. Minimum $50, Box 9010, BROADCASTING.

All night deejay. $100 week. Box 9049, BROADCASTING.

Personality dj, fast pace, lively, 5 years experience, can carry promo. Will help with everything. Draft exempt. Box 9109, BROADCASTING.

Good sell, promotion minded, dj experienced seeks midwest location. 26, married, steady. Located in western music station. Box 9129, BROADCASTING.

**Sports stations** Top sport man. News and staff, engineering. Box 9159, BROADCASTING.

Versatile newscaster, sports and staff. Eight years experience, married, graduated. Box 9195, BROADCASTING.

Announcer—Strong news, commercial, sports record shows. Write well all copy. Operate board. Must have desire to travel. Creative, capable, reliable. Box 9239, BROADCASTING.

Announcer, 1st phone, no maintenance. Available now. $1,000. Box 9249, BROADCASTING.

Idea gal. Station’s best pal. Dee-jay, copy, great voice. Hire man, please. Box 9250, BROADCASTING.


Attention midwest. Seven years experience, with solid references. Veteran with college. Have headed news department. Single. Prefer night shift. Box 9349, BROADCASTING.

Announcer, strong on news, college radio major, good voice, personality. Working. Box 9379, BROADCASTING.

College graduate communications. Mature. Commercial work. Two years shows board. Box 9429, BROADCASTING.

Chicago personality wants play-by-play. If your station needs a basketball contact. Box 9509, BROADCASTING.

Dependable young announcer with SRT training desires permanent, local position. Veteran—married with good potential. 9549, BROADCASTING.

Gal dj. Young New Yorker, experience, college, excellent voice. College graduate. Very attractive. 9459, BROADCASTING.

Announcer, first phone two years experience. Married. 2 years college. Desires job for future. Box 9499, BROADCASTING.

Announcer-dj; experienced, ready for larger market. Music, news, commercials. Box 9509, BROADCASTING.

Announcer-dj; also sales, copywriting. News, commercials, music. Operate board. Box 9519, BROADCASTING.

Chicago dj—mc wants tv or radio-tv. Box 9559, BROADCASTING.

Announcer, third class ticket. 10 years experience, also voice. Married. Box 9599, BROADCASTING.

Staff announcer-first phone. Experienced studio operator, radio and tv. Announcing school graduate, 6 years experience. Desires permanent position. Box 9619, BROADCASTING.


Ready, willing, able to travel. Can handle board. Experienced in announcing and live hockey work. Excel in sports and music. Twenty-seven years and still profitable. Box 9669, BROADCASTING.

Staff announcer-first phone. Experienced studio operator and radio and tv. Announcing school graduate. 6 years experience. Desires permanent position. Box 9679, BROADCASTING.

Announcer, dj, 5 years experience, presently employed, excellent news-commercials, married. Fairly well paid. Job, position, future. No top forty. Write Box 9699, BROADCASTING.

Top southern rock n roll deejay desires permanent location in southern California. 5 years experience. Presently holds top time slot in market. Good sales pitch. Excellent newscaster. Write 4642 Convent St., Baton Rouge, La.

M.S.U. Graduate, 2 years commercial experience, Strong on copy. 15 years experience in or near Michigan. Available now. Call or write Mr. Cheston Frey, 532 Oak, Niles, Michigan. MUTUAL 5-0932.

Summer’s over: One year top radio-trv experience. Midwest, preferred. Parker Gronowid, 1338 Larenzo Ave., Forest Park, Illinois. 6-0833.


Have mike will travel. Combo man, previously with WFUV-FM. Good references, tape and request. Write Box 5622, Western Div., Newfield St., New Rochelle, New York.

**Technical**


First phone; 4 months experience. 18 years old. Dependable. Available immediately. Prefer wisconsin. Box 9699, BROADCASTING.

Transmitter operator. Well experienced, some tv. desires good job in southwest or far west. Box 9997, BROADCASTING.

Experienced tv engineer with first phone and good announcing voice, but no announcing experience desired. Only top pay offered. What do you offer? Box 8389, BROADCASTING.

Nine years, commercial am and fm radio with solid references. Also five years electric experience. Single, will travel. Work with college. Box 9999, BROADCASTING.

**Production-Programming, Others**

Program—production director with announcing, appearing, engineering, technical background. Independent experience—over ten years in network, regional, radio and tv. Ten years in west, southwest or northwest—one that offers flexibility for advertisers’ thirties. Box 8997, BROADCASTING.

Four years experience gathering, writing, producing local news and special events. Preferably employed, like change October. 19th. References furnished on request. Box 8999, BROADCASTING.

Employed play-by-play sports director desires excellent references. Box 8999, BROADCASTING.

15 years experience seeking transfer from San Francisco to Los Angeles or its vicinity. Program director, habil for writing, producing, editing, announcer and writer. News, also agency, television, film experience. College, degrees, language, music. Box 8999, BROADCASTING.

FBI-Man: (For better ideas) Showmanship, gymnastics, West coast preferred. Box 8999, BROADCASTING.


Unusual radio and tv commercials by top-flight agency. Jon Conklin, 1464 Grand Central Station, New York 17, N. Y.


**TELEVISION**

Help Wanted

**Sales**

Regional and local account executives. Refer- ences required. Must have production record. South. Box 6689, BROADCASTING.

California, small market 3 network vhf station needs sales manager with proven record. Salary-draw, against commission; good contacts, some sales, college degree, and profit participation. Must be permanent and able to travel. Box 2000, BROADCASTING.


Experienced salesman, ample base pay plus commission, with expanding organization. Send résumé with recent photo to Ray Carow, WALD-TV, Albany, Ga.

Wanted: Experienced tv or radio account executive for No. 1 NBC affiliated station in Florida’s largest and beautiful city. Excellent commission. Expanding station with excellent chance for advancement. Inexperience in our station chain. Only top, hard-sell salesmen need apply. Past records and excellent references must be furnished with examination. Send full details in first letter with photo to Chet Pike, WPVT, Palm Beach, Florida.
**TELEVISION**

**Help Wanted—(Cont’d)**

**Announcers**
TV announcer-director needed at central Penn- sylvania station. Ambitious, experienced, but will train for director. Good salary for the right man. Apply Box 85SF, BROADCASTING.

**Technical**
New south vhf needs transmitter and/or studio maintenance engineer and experience in antenna design. Apply Box 85SF, BROADCASTING.

Need two extra experienced tv engineers first class to second, studio and field. Good opportunity for ambitious younger man. Large midwest vhf. Contact 970F, BROADCASTING.

Wanted: Man with first class license to work in television. No phone calls. Please send snapshot and references. WINK-TV, Fort Myers, Florida.

**Production-Programming, Others**
Wanted immediately, attractive tv weather girl. Must be experienced on camera personality and capable of handling other commercial stunts and possible on-camera weather. Prefer personal interview, but would consider kine or SIF clip. NBC affiliate in the Palm Beaches. Contact Robert Murphy, Operations Director, WPTV, Palm Beach, Florida.

**TELEVISION**

**Situations Wanted**

Attention—dry climate-southwest: 12 years experience as emcee, tv personality, college graduate. Must match $300.00. Repeat-southwest. Box 982F, BROADCASTING.

Management

Sales
Industrious, personable, dependable man with record of sales of high volume sales over 10 years. Must be willing to relocate. Also capable announcer. Free to relocate. For complete resume write Box 983F, BROADCASTING.

Salesman-announcer, at present small market commercial manager. Has national and local accounts. Same sponsor personal newscast for two years. Would prefer to relocate. Will return all calls. Box 900F, BROADCASTING.

**Announcers**
Available immediately, top announcer/director. Prefer south or west. References. Degree, Sports, Drama. Many classes. Commercial Dramatic Studio! Box 993F, BROADCASTING.

Bingo at home producer-emcee. Six months experience. Call 1110F, BROADCASTING.

Versatile newscaster, sports and staff. Eight years, college graduate, married. Box 923F, BROADCASTING.


**Technical**
1st phone, 1½ years experience. Well rounded in all phases of operation. Wants in small operation. Prefer western or central states. Box 986F, BROADCASTING.

First class license and one half years experience in all phases of studio and remote operations, including maintenance. Presently employed. Box 922F, BROADCASTING.

Ten years experience, all phases am-fm-tv in engineering and maintenance. Desire permanent position with Florida station that will match or exceed $7,000.00 minimum. Married, family presently employed, residence West Palm Beach. Box 919F, BROADCASTING.

Broadcast station chief engineer with ten years vhf-uhf experience interested in position as chief, assisting in construction and having right relationships. Box 929F, BROADCASTING.

First phone, One year experience. Presently employed at small station, having network feed. Desires studio work. Send offer to Box 939F, BROADCASTING.

Electrical engineer first class license. 6 years experience radio and television desires work North or South Carolina. Box 946F, BROADCASTING.

**WANTED TO BUY**

**Stations**
Seasoned manager, monomomaker, desires invest in service station; existing or proposed station. Prefer west; consider any in good potential. Box 838F, BROADCASTING.

Responsible party wants to lease, with option to purchase a radio station in Pennsylvania, West or Missouri. Small market station with pop 5,000 to 10,000. Party presently general manager of 1,000 watt station in southwest. All response to this ad in strict confidence. Box 806F, BROADCASTING.

Responsible party desires to purchase radio station, financially sound. Confidential. Write Box 894F, BROADCASTING.

Now ready to add a 2nd station. Up to $45,000. Prefer midwest or eastern or southern. Absolute confidence guaranteed. Write Box 905F, BROADCASTING.

Transmission line dehydrator. State make, model, and price. WBA-TV, York, Pennsylvania.

Used transmitter, one and ten kilowatt, must be in good condition and complete. Contact John W. Saylor, 234 North Lake Avenue, Pasadena, California.

**MISCELLANEOUS**

Bingo Time U.S.A. printers of personalized bingo game sheets for radio and television programs. F.O. Box 1871, Hollywood 28, California.

**INSTRUCTIONS**
F.C.C. first phone preparation by correspondence or in person. Correspondence classes are located in Washington, Hollywood, and Seattle. For details write Regent Drive School, Desk 4, 3460 19th Street, N.W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.L. approved. Phone Plaza 2-3083, KSTK Radio Lineman School, 2605 Regent Drive, Dallas, Texas.

Since 1946, the original course for FCC st phone license, 6 to 8 weeks. Reservations required. Call or write: 1946, 600 19th Street, N.W., Washington, D.C.

**RADIO**

**Help Wanted**

**SALES MANAGER**
wanted by leading 24 hour independent in excellent local business market. Station Number One by latest Hooper & Pulse. Top pay and bright future with 3 station group that’s growing fast. Call or write:
Robert S. Kieve
WBBF
339 East Avenue
Rochester, N. Y.
Hamiton 6-8920

**DJ FOR CALIFORNIA**
No staff announcers, please. If you produce a fast-paced show, have showman- ship-sales-skill, create talk about yourself, increase ratings; rush details, tape to Lee Ellis, KFSD Radio, F.O. Box 618, San Diego, California.

Broadcasting

September 22, 1958 • Page 105
RADIO

Help Wanted—(Cont'd)
A new 250 watt fulltime station located in a town of 12,000 is looking for a complete top-flight staff due to complete change in programming.

Promotion Manager
Program Director
News Director
Girl DJ and Copywriter
Morning Man

All personnel must double in one or more jobs. Must be civic minded. Send picture, resume, tape and salary expected. All personnel will be selected within the next 30 days. Send replies to Box 958F, BROADCASTING

TELEVISION

Help Wanted—(Cont'd)
Sales

California Small Market
3 Network VHF Station
KSBY-TV

Needs local sales manager with proven record. Salary—draw, against commission; also override, car expenses, major medical plan, and profit participation. Must be permanent and fit into town of 20,000. Also need capable, experienced tv salesman for KSBW-TV Salinas. Send complete details, references, sales record, and photograph to John Cohen, KSBW-TV, P.O. Box 1651, Salinas, California.

FOR SALE

Equipment

Western Electric 5C D-84992 AM 5 KW
Broadcast transmitter (has been modified and kept up to date) complete with water cooling, power supplies and etc. Was operated until June, complied with FCC regulations at end, very cheap. Also lots of other am, fm, and tv used equipment.

Empire Steel & Wire Corporation
1356 Wesley Avenue
Erie, Pennsylvania
Phone 86542—Collect

WANTED TO BUY

Stations

WANTED TO BUY
LEASE OR MANAGE STATIONS
PAY OUT BASIS
STRONG SALES & PUBLIC RELATIONS EXECUTIVE, PROMOTIONAL BACKGROUND, with STAFF, former Owner Radio Station in the East and Executive Manager UHF Station—is now available. You will find our arrangements equitable, mutually profitable. Confidential.

Emanuel Lazarus Stone
Planning & Public Relations
3220 Hudson Blvd., Jersey City 6, New Jersey
Telephone Swarthmore 5-0201

INSTRUCTIONS

Want a TV or Radio Job?
Am announcer, writer, producer?
The National Academy of Broadcasting
3328 16th St. N.W.
Washington, D. C.
Plains and places
men and women in top jobs
New term starts Sept. 29. Send for folders and list of positions available. Call DEcatur 2-5580

BROADCASTING

EMPLOYMENT SERVICES

A Specialized Service For Managers
Chief Engineer Program Managers
Confidential Contact
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1726 Wisconsin Ave., N. W.
Washington 7, D. C.

RADIO—TV—ADVERTISING
PLACEMENT SERVICE
Many job availabilities throughout the Southeast
FREE REGISTRATION—LARGE DEMAND
Engineers for Radio & TV
Salesmen for Radio & TV
Announcers—Combo men
TV Production—Film Editors
PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GEORGIA
JACKSON 5-4841

MISCELLANEOUS

JAMES SINYARD (Jimmy Darrel)
Tel. me collect at Clewiston, Florida
Yu 2591 or Miami Tu 7-5898, Jim McCorvey.

WFKK Louisiana, KY. — Granted license covering change of ERP to 20 kw, and makes changes in ant. system.

WFRM Detroit, Mich. — Granted license covering change of ant. trans. location, making changes in location and increases in time, power, and ERP to 3 kw, and studio location same as trans. location.

WEMT Lithia, FL. — Granted mod. of cp to operate in restricted condition.

WBGC Chipley, Fla. — Granted extension of authority to complete construction of station. Total time, except for special events for period ending 1-12, increased to 165 days.

WTYN Tryon, N. C. — Granted authority to sign on at 6 p.m. for month of sept. except for special events.

WVIB Vandalia, Ohio. — Granted extension of completion date to 10-31.

WMUB-TV Oxford, Ohio — Granted extension of completion date to 1949-54.

Actions of September 10

WKY-TV Oklahoma City, Okla. — Granted mod. to install aux. trans. at main trans. site.

WTVJ TV Atlanta, Mass. — Granted mod. of cp to change ERP to 25 kw, and makes changes in ant. system.

The following stations were granted extensions of completion dates as shown: WIRD (TV) tubing Minn. to 3-1-49; WSMX-TV Blount, Miss. to 4-1-49; KORN-TV Mitchell, S. D. to 1-13-49.

NARABA Notifications

MEXICO

Notification under the provisions of North American Regional Broadcasting Agreement List of changes, proposed changes, and corrections of Mexican broadcast stations modifying the appendix containing assignment of Mexican broadcast stations attached to the recommendations of the North American Regional Broadcasting Agreement Engineering Meeting, Jan. 30, 1941.

Mexican List No. 21

Aug. 29, 1948

710 kc

XBLI Culiacan, Sinaloa—5 kw DA-N. unil. Class I, 2-20-39. (Change from frequency in 1946.)

840 kc


1120 kc

XETR Ciudad Valles, San Luis Potosi—1000 w ND, D Class II. Upon commencement of operation on 1230 kc. (Late time assignment—vide 1230 kc.)

1130 kc


XEBL Culiacan, Sinaloa—8 kw, D, 0.5 kw N, W, K, Class II. Upon commencement of operation on 710 kc. (Delete assignment—vide 710 kc.)

1330 kc

XETR Ciudad Valles, San Luis Potosi—1 kw D, 0.1 kw N, W, D Class IV. 2-20-39. Change in frequency 1120 kc.

1330 kc


1349 kc

XEBK Nuevo Laredo, Tamaulipas—250 w ND, K, W, Class IV, 11-20-39. (Increase in power.)

1370 kc

XEXO Nuevo Laredo, Tamaulipas—250 w ND, W, K, W Class IV. 6-20-38. (Change in call letters from XENU.)

1460 kc

XESS Santa Barbara, Chihuahua—1 kw D, 250 w N, K, D Class II. 11-20-39. (Increase in daytime power.)

1490 kc

XCRF Toluca, Mexico—500 w D, 250 w N, W, K, Class IV. 11-20-39. (Increase in daytime power.)

1500 kc


1550 kc

XENU Nuevo Laredo, Tamaulipas—50 kw D, 1 kw N, W, D Class II, 2-20-38. (Change in call letters from XEXO and in characteristics of operation.)

1690 kc


License Renewals

 Granted renewal of following station licenses:

WFBX-TV Columbus, Ohio—Licensed as a commercial station.

WFMX Columbus, Ohio—Licensed as a non-commercial station.

WFBX Columbus, Ohio—Licensed as a commercial station.

WFMX Columbus, Ohio—Licensed as a non-commercial station.

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Sept. 17

ON AIR

Lic. Cps Not on air

AM

3,251 36 105 544

FM

679 28 109 68

TV (Commercial)

431

TOTAL APPLICATIONS

Compiled by FCC through Aug. 31

AM FM TV

510

COMMERCIAL STATION BOXSCORE

As reported by Broadcasting through Sept. 17

Licenses Granted

426

84

334

COMMERCIAL

NON-COMMERCIAL

Licenses Deleted

0

0

*There are, in addition, nine tv stations which are no longer on the air, but retain their license.

*There are, in addition, 38 cp tv-holders which were on the air at one time but are no longer in operation in the United States, or has not started operation of new stations.

*There have been, in addition, 177 television cps granted, but now deleted (32 vhf and 144 uhf).
In all satellite counties covered . . .  
WFBM-TV sells to widest audience potential!

First by a good margin, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration—map shows county percentages measured by Nielsen Coverage Study No. 3, Spring 1958.

where else . . .
—will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?
—does a central market exert such an economic pull on so many specific areas that are retail trading centers in their own right?
—do you find such a widespread marketing area covered from one central point . . . and by WFBM-TV?
—can you buy just one station with no overlapping penetration by basic affiliates of the same network?

only here—where WFBM-TV is first in Mid-Indiana—can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Now it will pay you to take another longer, better look! We are proud of our current ARB.

The Nation's 13th Television Market . . . with the only basic NBC coverage of 760,000 TV set owning families.

Indianapolis itself—Major retail area for 18 richer-than-average counties, 1,000,000 population—350,600 families with 90% television ownership!


Represented Nationally by the KATZ Agency
Why go for broke on television shows when tape trial runs can cut the risk?

Will the yawn of today spawn the deep sleep of tomorrow for the tv viewer? Put another way, will today's play-it-safe tv programming drive tomorrow's viewers away from their sets in ever-increasing numbers?

If these queries reflect alarm, they're so intended. I am alarmed. As a principal in an agency whose clients spend millions yearly in what has been a superbly powerful selling medium, I am deeply concerned lest run-away audiences convert tv into a second-stringer for advertisers.

There's undoubtedly more than one reason why freshness and originality are so rare in tv programming these days, but I think the most decisive one is the unwillingness of broadcasters to take chances. They're playing it safe, sticking to what they think are surefire formulas. But in the process of betting on sure things, aren't they taking the biggest gamble of all—the risk that, in insuring today's program sponsorship, they'll lose tomorrow's?

In raising this question, I am not unmindful of the conservatism forced upon the broadcasting industry by operational economics. It doesn't take much unaided choice time to put a network in a financial hole. And the tv networks can point to a whole series of ventures into new and original programming which became costly flops. But what puzzles me is why tv broadcasters, year after year, keep going all out with untested shows—what is, untested as far as actual viewing conditions are concerned. Why don't they emulate other industries in the kind of pre-testing that drastically cuts down on the financial gamble?

What I have in mind is the type of full-scale testing of new products in selected markets which many industries, such as toilet goods, conduct all the time.

Just as tv has to maintain a continuous flow of interesting programs, the drug, cosmetics and toilet goods field has to keep coming up with new products, new styles, new colors and new merchandising ideas. You get some idea of the importance of this facet of the business when you realize that, according to a recent analysis, 40% of today's toiletry sales in drug stores are made up of products that weren't on the market five years ago.

You can be sure that toiletry makers are going to go after the new markets with their historic zeal. But you can also be sure, on the basis of past performance, that they won't engage in a spree of reckless plunging.

What does the successful toiletry manufacturer do, in planning a new product, to cut down the risks? First, of course, there's research to determine if there's a potential market for it and, if there is, its possible size. Second, there's laboratory research—and plenty of it—to make sure the product is right. If a similar product is already on the market, the aim is to avoid making an outright copy and to find a new use, a new method of application, a significant differential. Then come packaging and endless consumer tests to develop the final product and the supporting advertising program.

Does the manufacturer then "shoot the works" and launch his product across the country—as the networks do with a new program? Far from it!

Before a manufacturer starts marketing a new product nationally it is sent into selected markets for thorough-going tests under actual marketing conditions. Every factor that could contribute to the product's success or failure is studied carefully—the advertising copy, media, displays, etc.

Two good examples are new Revlon products we've been working on for almost three years—Top Brass hair dressing for men and Hi and Dri roll-on deodorant. Both were launched nationally this summer with multi-million dollar advertising campaigns.

But national marketing, in each case, was preceded by carefully controlled tests in selected cities under actual selling conditions. These tests enabled Revlon to gauge the national market potential, to guide them in finalizing product features and packaging, distribution, promotions and advertising. Nothing was left to hunches, to "ivory tower" planning. Every element had to stand up in the field. As a result, both products are well on their way to being top Revlon successes.

There may be obstacles that I don't know about, but from where I sit I can see no valid reason why program tryouts can't be made regularly.

Good reasons for not subjecting new programs to advance, full-scale tests may have existed in the past. As live shows they were expensive. On film they were unsatisfactory.

But the advent of videotape, I believe, has removed these major hurdles. With videotape, networks can put on live-quality programs in a representative group of test cities—telecast on pre-empted choice time. The viewing public wouldn't even be aware that a test was going on. Just as toiletry makers do with new products, the programs could be examined from every angle under real broadcasting conditions. "Bugs" could be removed, improvements made, formats changed—or the whole program scrapped. Imagine how valuable such testing would have been for ESP!

With videotape, trial runs have become economically feasible, too. No need to send costly casts and producing teams on the road. Tape new shows in New York or Hollywood—possibly during auditions—and do three or four at a time for further economy so that the test can run a few successive weeks.

Tryouts in test cities may be no programming panacea for tv. But aren't they worth considering? If trial runs can work for toiletry makers, why not for tv broadcasters?
**EDITORIALS**

**Not for Dollars Alone**

The multi-million-dollar sales and mergers in basic branches of the radio-tv business during the last few weeks call attention to the vitality and also the room for growth that the broadcast media possess. The same deals also raise a point that should not be overlooked.

Jack Wrather's new Independent Television Corp. buys the properties of Television Programs of America for $11.35 million (see story this issue). An elaborate industrial complex pays more than $2 million for the Mutual network, which a year ago brought one-fourth that amount [Lead Story, Sept. 15]. Merger of National Telefilm Assoc., itself a wide-ranging operation, with National Theatres Inc. awaits approval by the stockholders (and also, apparently, by certain government agencies).

Clearly, new faces are appearing on the broadcast scene and old hands are taking firmer grips on bigger chunks. This can be all to the good.

Mutual's new management says it will upgrade programming and also get into radio and tv station ownership—plus film network operation—on a full-scale basis. The new JTC acquires valuable properties to sell while it proceeds with its ambitious program of creating new series for television. Both NTA and NTI should be strengthened by their merger. So far, great.

It is obvious that broadcasting is getting to be a big business which more and more is attracting speculative investors. There is nothing wrong in this; to the contrary, broadcasting would be weak indeed if investors considered it unworthy of their interest.

But broadcasting is more than a way of making money. It is an art, not a factory. It is an instrument to inform as well as entertain the people, to broaden their knowledge and their interests as well as to amuse them. It must be operated creatively as well as realistically, and it should take a position of leadership among those whom it serves.

Over the years the investors who have come into broadcasting have, for the most part, recognized this responsibility and respected it. They have made important contributions to the art. Investors coming now and in the future must act with equal sincerity if broadcasting is to continue to prosper. It is in their own self-interest to do so, for it's a proven fact that broadcasting will not for long make money—if its operators make money their sole goal.

**Non-Partisan Politics**

Politics isn't our dish of tea, particularly the partisan kind.

But politics is in the air, what with the Maine upsets and the upcoming bi-elections that will see all of the House and one-third of the Senate up for grabs, as the pundits say.

Politically, we're independent. It doesn't matter to us whether a candidate rides the GOP elephant or the Democratic donkey.

We're interested in where he stands, and whether his approach to things radio and television is healthy or simply headline-hunting.

So here goes:

We'd like to see Sen. Charles Potter of Michigan returned to the world's greatest deliberative body. We know where he stands, and that's for good broadcasting. We would like to see Arizona's governor and former Senator Ernest McFarland (he for whom the McFarland letters are named) returned to the Senate after a six-year lapse.

On the House side, we'll miss Reps. Wolverton of New Jersey and O'Hara of Minnesota, who have decided not to run. They're both members of the Legislative Oversight Committee. The defeat of Rep. Hale in the Maine elections last week (he's also an Oversight Committee member) isn't a loss we particularly mourn.

There are one or two other members of the Oversight Committee who, in our book, might just as well not return. As a matter of fact, we would relish seeing the Oversight Committee drop out of sight next Congress. It hasn't yet even hit close to the target we understood it was supposed to be shooting at.

We could go on, but, as we started to say, we don't like partisan politics anyway. And maybe that's the reason we neglected to identify the party affiliations of any of those legislators previously mentioned.

**Crash Program for Color?**

The newspaper boys are whooping it up for ROP (run-of-paper) color. The slick paper magazines are running handsome color schedules. Both are selling color, despite the vastly increased costs to the advertiser over black-and-white.

This is the answer of the print media to the inroads of black-and-white television. Magazines have had color for years, but newspaper color is a comparatively recent innovation. Only in the past few years have newspapers stepped up their color activity—generated largely by the competition of television.

Tv has had color, too, for a number of years. The quality is infinitely superior to that of newspaper color. But tv color is hardly off the ground. Only a few thousand thousand sets are in use, and only one network—NBC—today is aggressively promoting color.

Advertisers are interested in tv color. It is not only better, but cheaper than print media color. But advertisers also must have circulation. Tv circulation is reflected in the number of sets in use. Except for RCA, NBC's parent, there has been no concerted drive for color set sales.

It's a pity to see the color parade passing tv. More than half of the tv stations on the air (some 330) are equipped to carry network color. Some 100 are equipped for local color film or slides. And about half that number are equipped for local live color.

Color tv is not solely a station problem. It is perhaps primarily a question of what the manufacturers will do. Set manufacturers, after a rough business siege, are doing better. We think they could do lots better if they got behind color. This would stimulate more network color programming. And that, in turn, would develop more set sales. The circulation thus engendered would attract more advertisers. Both tv manufacturers and broadcasters should prosper.

Mass production of color sets in a competitive market most certainly would bring improvements in design and performance and reductions in prices. Servicing bugs would be reduced. That was the pattern in black and white only a decade ago. Inevitably it will be the pattern in color.

Given the circulation, color tv should move swiftly. If newspaper color can increase readership seven or eight times, as is claimed, what will faithfully-reproduced full color do for the tv advertiser? Think of the potential, not only through network color, but in national spot and in local. Retail and department stores would have working for them an unsurpassed merchandising and sales tool—the full color action commercial.

What is needed is a crash program for color tv. Newspaper color, lackluster and lifeless as it is, couldn't get going until the manufacturers produced color presses. Color tv can't get off the ground until the manufacturers produce and merchandise sets to pick up the miraculous color programs that will be available in increasing abundance—in tempo with increased "circulation".

"They had a sore loser last night."
WSAZ-TV

. . . the winner in every race!

✓ CHARLESTON ARB Share of Audience
✓ HUNTINGTON ARB Share of Audience
✓ AREA ARB Share of Audience
✓ NCS # 3 total counties
✓ NCS # 3 daily circulation
✓ NCS # 3 weekly circulation
✓ ARB—TOP 10—In HUNTINGTON
✓ ARB—TOP 10—In CHARLESTON
✓ ARB METRO. PORTSMOUTH, OHIO
✓ ARB METRO. PARKERSBURG, W. VA.
✓ ARB Coincidental Nighttime NEWS

The details are more exciting than the America's Cup Race . . . Call your "KATZ" Man!
...number one in America's 37th TV market, reports Nielsen #3

Now confirmed and certified by the Nielsen Coverage Survey #3, is the clear-cut domination by WSTV-TV Channel 9 of the prime Steubenville-Wheeling television market:

- over 200,000 more TV homes covered than its nearest competitor
- lowest cost-per-thousand, by far
- highest TV set coverage in all total Nielsen survey categories: monthly, weekly, daily, daytime and evening

For advertisers, WSTV-TV delivers deepest penetration into the 39 densely populated counties comprising the rich Upper Ohio Valley where retail sales hit $3,159,860,000. And only WSTV-TV offers FREE "Shopper-Topper" merchandising service—"promotion in motion" designed to move food store products in America's Steel and Coal Center. For more details, ask for our new "Shopper-Topper" brochure.

A Member of the Friendly Group
52 Vanderbilt Ave., N.Y. • 211 Smithfield St., Pittsburgh
Represented by Avery-Knodel, Inc.